

Exploring food attitudes and behaviours in the UK: Findings from the Food and You Survey 2012

Technical report

TNS BMRB, Policy Studies Institute and University of
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Social Science Research Unit

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1. Introduction

This report includes a full description of the methods used in Wave 2 of the Food and You survey. Copies of key survey documents (such as the questionnaire and advance letter) are included in the Appendix. This report does not include a description of data analysis as this is covered fully in the technical annex of the main report.

The first wave of the survey was carried out in 2010, and this second wave builds on and extends previous findings.

The survey comprised 3,231 interviews with adults aged 16+ (with no upper age limit) across the UK.

1.1 Role of the FSA

The FSA was created in 2000 as a non-ministerial government department governed by a Board. The Agency was set up to:

“Protect public health from risks which may arise in connection with the consumption of food, and otherwise to protect the interests of consumers in relation to food”

The Food Standards Agency has a strategy to 2015 which sets out their approach to ensure the general public can have trust and confidence in the food they buy and eat. The six outcomes the FSA aims to deliver are:

- Foods produced or sold in the UK are safe to eat;
- Imported food is safe to eat;
- Food producers and caterers give priority to consumer interests in relation to food;
- Consumers have the information and understanding they need to make informed choices about where and what they eat;
- Regulation is effective, risk-based and proportionate, is clear about the responsibilities of food business operators, and protects consumers and their interests from fraud and other risks; and
- Enforcement is effective, consistent, risk-based and proportionate and is focused on improving public health.

In providing guidance on food safety to consumers, the Agency aims to minimise the risk of food poisoning. Advice to the general population centres on four aspects of food hygiene: cleaning, cooking, cross-contamination and chilling (collectively known as the ‘4 Cs’), with advice given on each aspect. Guidance is also given on the use of date labels (such as ‘use by’ and ‘best before’ dates) and storage instructions on foods to help ensure the safety of food eaten at home.

1.2 Background to the survey

In 2008, the FSA's Social Science Research Committee (SSRC)¹ was asked to review the Agency's Consumer Attitudes Survey (CAS)², which had run for eight waves from the FSA's inception in 2000³. The SSRC recommended that a new rigorous regular survey was needed to provide evidence underpinning the FSA's policies⁴. The review of the CAS noted that using a random location quota sample risked introducing unquantifiable bias into the sample and recommended that a future survey should adopt a random probability approach. Given the large number of variables influencing attitudes and behaviour a minimum target sample of 2,500 achieved interviews was suggested. The review noted that the relationship between knowledge, attitudes, behaviour and individual characteristics is complex. Even with precisely worded questions, responses will vary according to knowledge and understanding of the subject matter. As such, it was recommended that the questionnaire be developed with input from an Advisory Group with representatives from the SSRC, and new questions piloted.

In 2009, the FSA commissioned a consortium comprising TNS BMRB, the Policy Studies Institute (PSI) and the University of Westminster to carry out the first wave of Food and You, whose main aim was to collect quantitative information as a baseline on the UK public's attitudes, beliefs and reported behaviour towards food issues (such as food safety and healthy eating). This provided an extensive evidence base to support policy making at the FSA and across relevant government departments.

Wave 1 of the Food and You survey was carried out in 2010. A report on the findings, and methodological details, are available on the FSA website⁵. Results from Wave 1 of the survey were used to determine the theme of the 2012 FSA Food Safety week⁶.

Wave 1 of the Food and You survey contained questions covering both healthy eating and food safety, and the findings were reported together. However, during Wave 1 of the survey, responsibility for nutrition policy (healthy eating) transferred in England and Wales to the Department of Health (DH) and the Welsh Assembly Government respectively. Nutrition policy in Scotland and Northern Ireland remains the responsibility of the Agency. Wave 2 of the survey, therefore, focussed solely on food safety issues for England and Wales but also included an additional question module on healthy eating for Scotland and Northern Ireland.

The objectives for the second wave of the Food and You survey were to collect quantitative information to enable the Agency to:

- Explore public understanding of, and engagement with, the Agency's aim of improving food safety;
- Assess public attitudes to new developments, such as emerging food technologies;

¹ The SSRC is an independent Scientific Advisory Committee set up to provide advice and challenge to the Agency on social science matters; further information can be found at: <http://ssrc.food.gov.uk/>

² Further information on CAS can be found at: <http://www.food.gov.uk/science/socsci/surveys/foodsafety-nutrition-diet/>

³ The SSRC's full discussion paper can be found at: <http://www.food.gov.uk/multimedia/pdfs/ssrc0822v1.pdf>

⁴ <http://food.gov.uk/multimedia/pdfs/ssrc0822v1.pdf>

⁵ http://www.foodbase.org.uk//admintools/reportdocuments/641-1-1079_Food_and_You_Report_Main_Report_FINAL.pdf

⁶ <http://www.food.gov.uk/news-updates/campaigns/germwatch/>

- Assess knowledge of, and response to, messages and interventions aimed at raising awareness and changing behaviour;
- Identify specific target groups for future interventions (e.g. those most at risk or those among whom FSA policies and initiatives are likely to have the greatest impact);
- Monitor changes over time (compared with data from Wave 1 or from other sources) in attitudes and behaviour; and
- Broaden the evidence base and develop indicators to assess progress in fulfilling the Agency's strategic plans, aims and targets.

1.3 Other relevant surveys

There are a number of other Government surveys which collect information on food and diet – specifically the National Diet and Nutrition Survey (NDNS)⁷ and the Health Survey for England (HSE)⁸.

⁷ Further information on the NDNS can be found at: <http://www.food.gov.uk/science/dietarysurveys/ndnsdocuments/>

⁸ Further information on the HSE can be found at: <http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles-related-surveys/health-survey-for-england>

2. Sample design

2.1 Introduction

The design used was a multi-stage random probability design. The stages were:

- Stratification
- Selection of primary sample units (PSUs)
- Selection of addresses
- Selection of households, where necessary
- Selection of respondents

Probability methods were applied at each stage.

The sample was designed to be representative of the adult (aged 16+) population in private households across the UK.

In order to maximise consistency and comparability, the sampling methodology adopted at Wave 2 was the same as for Wave 1. However, a fresh set of Primary Sampling Units (PSUs) was selected for Wave 2.

The survey comprised 3,231 interviews with adults across the UK, carried out face-to-face in respondents' homes. The samples in Scotland and Northern Ireland were boosted (increasing the sample to around 500 in each country) to enable more detailed analysis at a country level. The final results were weighted back to ensure that the countries where the sample was boosted were not over-represented. The sample profile is shown in the table below.

Table 1 Weighted and unweighted sample profile

	Unweighted (n)	Weighted (n)
Total	3,231	3,231
England & Wales	2,220	2,866
Scotland	507	274
Northern Ireland	504	91

2.2 Stratification

The primary stratification employed was by region (formerly Government Office Regions). This divided England into nine strata. Scotland, Wales and Northern Ireland were themselves treated as separate regions.

The samples were allocated to each region in proportion to their respective adult populations. Further stratification was employed using the percentage of heads of households in a non-manual occupation (NS-SEC groups 1-3), the percentage of households with no car, and population density (persons per hectare), to help ensure correct socio-economic representation when the PSUs were selected.

2.3 Sample frame

The small user⁹ Postcode Address File (PAF) was used as the sample frame for the survey. The PAF lists all known UK postcodes and addresses and is the sampling frame commonly used in general population surveys.

2.4 Primary sample units (PSUs)

The Primary Sample Units (PSUs) were postcode sectors. Sectors with fewer than 500 addresses were grouped with neighbouring sectors prior to stratification.

2.5 Selection of PSUs

Once the sample size in each stratum was determined these values were divided by the planned cluster size to calculate the number of PSUs required in every stratum. Twenty-five addresses were sampled in each PSU.

The adult population of the PSUs in the stratum were detailed and cumulated. The total was divided by the number of points required to give a sampling interval. Then a random number less than that sampling interval was selected. That determined the first sample point. The other points were then selected by successive additions of the sampling interval to the random start. This method selects the PSUs with probability proportional to their adult populations.

An initial sample was drawn of 177 PSUs in England and Wales, 40 in Scotland and 40 in Northern Ireland. A reserve sample of 17 additional points in England and Wales, and 10 each in Scotland and Northern Ireland was also selected¹⁰. Of these, 10 were subsequently issued to interviewers (4 reserve PSUs in England and Wales, and 6 in Scotland). The final number of PSUs was therefore 181 in England and Wales, 46 in Scotland and 40 in Northern Ireland (267 in total).

⁹ The small user PAF excludes large user postcodes which are postcodes assigned to one single address (non-residential addresses such as for a large businesses that would not be eligible for the survey).

¹⁰ The reserve PSUs were a precaution, in case responses rates were lower than expected and the required sample size might not be achieved. In the event, monitored response rates were running a little lower than hoped so some reserve PSUs were issued.

2.6 Selection of addresses

The addresses to be used in the sampled PSUs were selected in a similar way to the selection of the PSUs themselves. The number of addresses in the PSU was divided by 25 to determine the sampling interval. A random number less than the sampling interval was generated to determine the first address sampled. The other addresses were then selected by successive addition of the sampling interval to the random start. Addresses were first sorted by postcode within the PSU.

A total of 6,675 addresses were issued to interviewers (4,525 in England and Wales, 1,150 in Scotland and 1,000 in Northern Ireland).

2.7 Selection of households

Interviewers completed an Address Contact Sheet (ACS) for each sampled address. A copy of the ACS is included in the Appendix.

A very small proportion of addresses contained more than one household. In those cases the household to be interviewed was selected by the interviewer, following a random procedure using a Kish grid¹¹.

2.8 Selection of respondents

In each eligible household, one adult aged 16+ (with no upper age limit) was selected for interview. In households where there was more than one eligible adult, all eligible adults were listed by the interviewer in alphabetical order of their first name and one adult was selected at random using a Kish grid.

2.9 Interview dates

Interviews were carried out between 23rd March and 9th September 2012.

¹¹ The Kish grid is a pre-printed table of random numbers which is provided to interviewers on the ACS for each sampled address. For addresses where there is more than one household, the interviewers list the households in order (according to the house numbering or using a systematic method for those that are not labelled) and based on the number of dwelling units the Kish grid tells them which household to conduct the survey at.

3. The questionnaire

3.1 Questionnaire development

An extensive development phase was undertaken before finalising the questionnaire and survey procedures. This was to ensure that the second wave of the survey captured relevant information for the FSA and that the highest possible quality of data was produced.

In 2010 the FSA commissioned the Policy Studies Institute (PSI) to write a report which looked at the feasibility of Wave 2, including questions about influences on food choice and perceptions of risk associated with food safety and diet¹². After the second wave was commissioned, meetings were held between the TNS BMRB / Policy Studies Institute (PSI) / University of Westminster (UoW) research consortium, FSA Social Science Research Unit and the Food and You Advisory Group to review the Wave 1 questionnaire. This review looked at each question used in Wave 1 and considered its appropriateness for inclusion in Wave 2. The remit of the Food Standards Agency has changed since the first wave of the research, with responsibility for nutrition policy for England and Wales passing to the Department of Health¹³. Questions on healthy eating were thus no longer relevant in these countries, and were only retained in Scotland and Northern Ireland. The review also suggested the following areas for inclusion in Wave 2: new food technologies, meat controls, the Food Hygiene Rating Scheme and handling of raw fruit and vegetables.

Following the review, a questionnaire was developed by the TNS BMRB / PSI / UoW research consortium based on the above recommendations. The new draft survey questions were cognitively tested among 62 respondents in two locations, to ascertain whether they worked as intended, and to ensure respondents were able to answer them accurately. The cognitive testing also highlighted any ambiguous question wording, which was subsequently amended.

Following the cognitive testing, a small number of draft questions were included on TNS's face-to-face Omnibus survey. In total, 1,017 interviews were conducted with adults aged 16+ on the Omnibus survey. The aims of this additional testing were to:

- Assess the distribution of responses
- Ensure that questions elicited distinct responses from people with different characteristics
- Provide an indication of whether sample sizes were adequate for sub-group analysis
- Check if the questions were providing realistic estimates (where other statistics or evidence exist which can be used to verify results)
- See whether the findings confirmed results from the cognitive testing

¹² The report is available at: http://www.foodbase.org.uk//admintools/reportdocuments/805-1-1455_WAVE_2_Development_report.pdf

¹³ On 1 October 2010, responsibility for nutrition policy (including labelling) was transferred to the Department of Health in England and to the Welsh Assembly Government in Wales. Nutrition policy in Scotland and Northern Ireland remains the responsibility of the FSA.

Finally, a pilot was conducted among 63 respondents in January 2012 to test the questionnaire and survey procedures fully.

A revised questionnaire was produced based on the pilot findings, interviewer feedback and discussions between the TNS BMRB / PSI / UoW and FSA project teams. The final questionnaire was reviewed by the FSA and the Advisory Group.

A separate report has been produced which covers the questionnaire testing in detail¹⁴.

3.2 Questionnaire content

The topics included in the questionnaire were as follows:

- Information about household members
- Eating habits (including eating out)
- Shopping habits
- Food safety attitudes and behaviour
- Attitudes towards food production
- Self-reported health
- Healthy eating (Scotland and Northern Ireland only)
- Demographics

A copy of the questionnaire is included in the Appendix.

Interviews as a data collection method cannot capture people's actual behaviour. What respondents say in interviews about what they do is necessarily *reported* behaviour. Here self-reported behaviour is used as a proxy. Although for the sake of smoother reading, much of the report refers to behaviour, attitudes or knowledge without repeating that it is reported, that it is reported and not actual behaviour must none the less always be borne in mind.

At the questionnaire development stage, the risk of social desirability bias was too high i.e. respondents tended to answer questions based on what they thought they ought to say, rather than reflecting what they actually do, know or think. In particular, there were a number of topics in the questionnaire, for which respondents might be particularly reluctant to report behaviour which goes against 'best practice' (for example, not washing their hands before cooking or preparing food). As for Wave 1 of the survey, the questionnaire was carefully designed to mitigate this by asking questions about behaviour in specific time periods (e.g. 'yesterday' rather than 'usually'), and by ensuring that behaviours asked about included neutral items as well as recommended and not recommended practices.

3.3 Interview length

In England and Wales, interviews lasted 45 minutes per respondent on average. In Scotland and Northern Ireland an additional 15 minutes of questions on healthy eating were asked, making the average total length 60 minutes.

¹⁴ http://www.foodbase.org.uk//admintools/reportdocuments/805-1-1458_Food_and_You_W2_Question_testing_report_01_10_2012_FINAL.pdf

4. Fieldwork

4.1 Carrying out the fieldwork

Interviews were carried out using Computer-Assisted Personal Interviewing (CAPI) by interviewers from Kantar Operations. Kantar Operations is the specialised operations division that provides services exclusively to research companies within the Kantar Group, of which TNS BMRB is one. Interviews in Northern Ireland were carried out by Millward Brown Ulster, a sister company to TNS BMRB.

4.2 Briefing of interviewers

All interviewers watched a video briefing. The video was about 30 minutes long and covered the following areas:

- The background to the project
- Overview of the fieldwork process
 - Interview length and number of interviews required
 - Random probability sampling and how to maximise the response rate
 - The advance letter
 - How to use the contact sheet
- The doorstep procedure
 - How to introduce the survey
 - Who is eligible to take part in the survey
 - Obtaining consent for 16 and 17 year olds
- Administering the questionnaire
 - The use of show cards
 - Definitions of words
- The questionnaire
 - The structure
 - Questions on which there were specific instructions

Interviewers were also given a set of written instructions. The interviewer instructions can be found in the Appendix.

4.3 Advance letter

All sampled addresses were sent a letter in advance of the interviewer's first visit. The letter gave a brief introduction to the survey and stressed the importance of taking part. The letter also stressed that all information would be kept confidential.

In order to try and maximise the response rate, the letter was sent on FSA headed paper, was addressed from the research project manager at the FSA and included a 'Questions and Answers' page to address common queries.

Interviewers were responsible for sending out the letters for their own assignments. The letters were posted to sampled households by first class post a few days before the interviewer called round for the first time.

Interviewers were also given a copy of the letter to use on the doorstep as a prompt, if required.

For addresses in Wales, the advance letter was both provided in English and Welsh. A slightly different version of the advance letter was produced for Northern Ireland. Copies of the advance letters can be found in the Appendix – the English version used in England, Wales and Scotland; the Welsh version and the version used in Northern Ireland.

4.4 Incentive

An incentive of £10 in High Street Vouchers was offered to each respondent on completion of their interview. This was mentioned in the advance letter.

4.5 Contacting procedures

Interviewers were required to make at least 6 attempts to contact at each sampled address. They had to make these calls on different days of the week, and at different times of day. At least three calls had to be on a weekday evening (after 6pm) or at a weekend.

Each time interviewers called at an address they recorded the outcome on their address contact sheet.

4.6 Parent/guardian permission

If the selected respondent was aged 16 or 17 and lived with a parent/guardian, signed consent was obtained from the parent/guardian before the interviewer approached the young person. Once the parent/guardian permission had been obtained, the survey was introduced to the selected young person in the usual way. If the parent/guardian could not be contacted, or refused permission, the young person interview was not attempted.

If the selected respondent was aged 16 or 17 but not living with a parent/guardian, then no parent/guardian permission was required.

4.7 Interviewing in Wales

In order to ensure that the requirements of the Welsh Language Act were met, a Welsh language version of the advance letter was sent to sampled addresses in Wales, together with the English language version.

Welsh-speaking interviewers were available to carry out interviews in Welsh on request. A Welsh-speaking telephone enquiry service was also available for those who requested this.

4.8 Dedicated helpline and email address

A freephone survey helpline was set up at TNS BMRB; the advance letter included the freephone number, which respondents could ring if they had any queries about the

research. The helpline was answered during office hours by a member of the TNS BMRB research team, with an answer phone operating out of hours.

An email address was set up at the FSA, allowing respondents to get in touch with the survey team with any queries.

4.9 Reissues

In order to maximise response rates, addresses which were coded as 'non contact', 'soft refusal' or 'broken appointment' by the initial interviewer were reissued in an attempt to convert these cases to productive interviews.

4.10 Response rate

The response rate obtained was 54% of eligible households in the UK. Response rates varied by country:

- England and Wales – 53%
- Scotland – 52%
- Northern Ireland – 56%

The response rate was higher than that achieved at Wave 1 which was 52% overall and 51% for England and Wales, 50% for Scotland and 57% for Northern Ireland.

Tables 2 and 3 show the full breakdown of responses obtained; 8% of eligible households were not contacted, 32% refused to take part and 6% could not be interviewed for other reasons.

Table 2 Breakdown of survey responses – UK total

	UK total	
	n	% of in scope
Addresses sampled	6675	
Ineligible addresses		
Not yet built/under construction/derelict/demolished	23	
Vacant/empty housing unit	342	
Non-residential address	81	
Communal establishment/institution	8	
Not main residence	74	
Other ineligible	18	
Unable to locate address	35	
Total ineligible	581	
In scope addresses	6094	100%
No contact		
No contact with anyone at the address	431	
No contact with selected respondent	41	
Needed parental permission but no contact with parent	2	
Total no contact	474	8%
Refusal		
Parental permission refused	2	
Office refusal (by letter, phone or email)	63	
Info about dwellings or occupants refused	768	
Refusal before interview	979	
Proxy refusal	155	
Total refusal	1967	32%
Other unproductive		
Broken appointment	134	
Person ill at home during survey period	36	
Selected person away or in hospital	54	
Physically or mentally unable	80	
Inadequate English	41	
Lost interview	15	
Other unproductive	32	
Total other unproductive	392	6%
Interview completed	3261*	54%

* This does not include 30 interviews in Scotland which were excluded from analysis because they were missing the healthy eating section due to a questionnaire error. As it was early in the fieldwork and not all of these 30 respondents had agreed to be recontacted it was decided that it would be best to replace these interviews. The 30 replacement interviews are included in the table and in the analysis. Additional sample points were issued to ensure that the number of complete interviews in Scotland exceeded the target of 500.

Table 3 Breakdown of survey responses – country level

	England and Wales		Scotland		Northern Ireland	
	n	% of in scope	n	% of in scope	n	% of in scope
Addresses sampled	4525		1150		1000	
Ineligible addresses						
Not yet built/under construction/derelict/demolished	6		7		10	
Vacant/empty housing unit	223		58		61	
Non-residential address	52		16		13	
Communal establishment/institution	6		2		0	
Not main residence	52		14		8	
Other ineligible	14		2		2	
Unable to locate address	20		12		3	
Total ineligible	373		111		97	
In scope addresses	4152	100	1039	100	903	100
No contact						
No contact with anyone at the address	241		79		111	
No contact with selected respondent	23		5		13	
Needed parental permission but no contact with parent	2		0		0	
Total no contact	266	6%	84	8%	124	14%
Refusal						
Parental permission refused	1		0		1	
Office refusal (by letter, phone or email)	43		14		6	
Info about dwellings or occupants refused	571		104		93	
Refusal before interview	660		215		104	
Proxy refusal	128		12		15	
Total refusal	1403	34%	345	33%	219	24%
Other unproductive						
Broken appointment	85		24		25	
Person ill at home during survey period	24		4		8	
Selected person away or in hospital	35		14		5	
Physically or mentally unable	54		17		9	
Inadequate English	28		5		8	
Lost interview	12		3		0	
Other unproductive	25		6		1	
Total other unproductive	263	6%	73	7%	56	6%
Interview completed	2220	53%	507*	52%	504	56%

5. Data preparation and outputs

5.1 Introduction

All aspects of coding and data preparation were carried out by the Kantar Operations and TNS BMRB in-house teams, who worked in close conjunction with the research team.

As the main interviews were conducted via computer assisted personal interviewing (CAPI), there was no need for data entry. Routine data editing was also not required, since the electronic script automatically guides the interviewer to the correct questions.

All personal information was handled securely and in line with the Data Protection Act.

5.2 Coding of 'other' answers

Where questions allowed interviewers to enter an 'other' answer, the answers were examined to determine whether they could be back-coded into one of the pre-codes. If these answers did not fit into any of the existing codes and similar themes were coming up, then new codes were raised; otherwise the answers were kept as 'others'.

Code frames are included in the Appendix.

5.3 Coding of occupation

Respondents were asked about the industry in which they were employed and their occupation. If a respondent was not currently in employment the question was asked about their most recent job. For those with more than one job, details were collected about their main job. Where the respondent was not the Household Reference Person (HRP)¹⁵, occupation details for the HRP were also collected.

The occupations of respondents and HRPs were coded to sub-major groups using the Standard Occupational Classification (SOC 2010).

Occupation coding was carried out using the automated coding program CASCOT¹⁶, developed by the Institute for Employment Research at the University of Warwick.

The National Statistics Socio-Economic Classification (NS-SEC) was derived and added to the dataset.

Further details of the coding system and codes can be obtained from the Office for National Statistics¹⁷.

¹⁵ The Household Reference Person is the sole householder or, if there is more than one, as the householder with the highest personal income from all sources. If two or more householders have the same income, the eldest is the Household Reference Person.

¹⁶ For more information on CASCOT see <http://www2.warwick.ac.uk/fac/soc/ier/publications/software/cascot/>

¹⁷ <http://www.statistics.gov.uk/default.asp>

5.4 Data files

An SPSS data file has been provided to FSA. The dataset will be archived at the UK Data Archive¹⁸.

5.5 Weighting

Weighting was necessary to adjust for unequal probabilities of selection and also to compensate for differential non-response across survey sub-groups.

Weights were calculated separately for England and Wales, Scotland and Northern Ireland.

Design weights were applied to correct for the unequal probabilities of selection introduced by selecting one adult for interview from all adults in the household.

For the UK weight, the design weight corrected the over-representation of Scotland and Northern Ireland relative to England and Wales (as boost samples were drawn in those countries).

The achieved sample profile was compared within country with Annual Population Survey (APS) data for working status by gender and age group. In England and Wales, region was also compared.

Rim weighting was applied in Northern Ireland and Scotland with targets for working status by gender, age group and gender; in England and Wales, rim weighting used the same targets and an additional one for region.

Finally the countries were scaled to their correct proportion to calculate a combined UK weight.

5.6 Profile of the achieved sample

Tables 4-7 show the profile of the unweighted and weighted survey samples by country and in total compared with the APS, for a range of variables.

¹⁸ <http://www.data-archive.ac.uk/>

Table 4 APS targets, unweighted and weighted samples – England and Wales

England and Wales	APS data		Food and You unweighted sample		Food and You sample, weighted	
	%	n	%	n	%	
England and Wales	100.0	2220	100.0	2866	100.0	
Working status by gender						
Men in full time work	26.9	456	20.5	772	26.9	
Men not in full time work	22.0	477	21.5	631	22.0	
Women in work	26.6	587	26.4	763	26.6	
Women not in work	24.2	700	31.5	700	24.4	
Age by gender						
Men aged 16-24	7.4	79	3.6	212	7.4	
Men aged 25-34	8.4	132	5.9	242	8.4	
Men aged 35-49	13.0	239	10.8	372	13.0	
Men aged 50-64	11.0	244	11.0	316	11.0	
Men aged 65+	9.1	238	10.7	260	9.1	
Women aged 16-24	7.1	109	4.9	204	7.1	
Women aged 25-34	8.2	207	9.3	236	8.2	
Women aged 35-49	13.2	333	15.0	378	13.2	
Women aged 50-64	11.4	301	13.6	327	11.4	
Women aged 65+	11.0	336	15.1	316	11.0	
Region						
North East	4.7	150	6.8	136	4.7	
North West	12.5	284	12.8	357	12.5	
Yorkshire & Humberside	9.6	221	10.0	275	9.6	
East Midlands	8.1	172	7.7	233	8.1	
West Midlands	9.8	236	10.6	280	9.8	
East of England	10.5	259	11.7	301	10.5	
London	14.4	249	11.2	413	14.4	
South East	15.3	340	15.3	439	15.3	
South West	9.6	205	9.2	275	9.6	
Wales	5.5	104	4.7	157	5.5	

Table 5 APS targets, unweighted and weighted samples – Scotland

Scotland	APS data		Food and You unweighted sample	Food and You sample, weighted	
	%	n	%	n	%
Scotland	100.0	507	100.0	275	100.0
Working status by gender					
Men in full time work	26.2	104	20.5	72	26.2
Men not in full time work	21.8	97	19.1	60	21.8
Women in work	27.4	127	25.0	75	27.3
Women not in work	24.6	179	35.3	68	24.7
Age group					
16-24	14.2	49	9.7	39	14.2
25-34	15.7	67	13.2	43	15.6
35-49	25.8	127	25.0	71	25.8
50-64	24.1	140	27.6	66	24.0
65+	20.3	124	24.5	56	20.4

Table 6 APS targets, unweighted and weighted samples – Northern Ireland

Northern Ireland	APS data		Food and You unweighted sample	Food and You sample, weighted	
	%	n	%	n	%
Northern Ireland	100.0	504	100.0	90	100.0
Working status by gender					
Men in full time work	26.7	81	16.1	24	26.7
Men not in full time work	22.0	100	19.8	20	22.2
Women in work	26.8	145	28.8	24	26.7
Women not in work	24.6	178	35.3	22	24.4
Age group					
16-24	15.9	61	12.1	14	15.7
25-34	17.7	82	16.3	16	18.0
35-49	26.5	127	25.2	24	27.0
50-64	21.9	132	26.2	19	21.3
65+	18.0	101	20.0	16	18.0

Table 7 APS targets, unweighted and weighted samples – UK

UK	APS data		Food and You unweighted sample	Food and You sample, weighted	
	%	n	%	n	%
UK	100.0		100.0	3231	100.0
Working status by gender					
Men in full time work	26.9	641	19.8	868	26.9
Men not in full time work	22.0	674	20.9	711	22.0
Women in work	26.7	859	26.6	862	26.7
Women not in work	24.5	1057	32.7	790	24.5
Age					
16-24	14.5	298	9.2	469	14.5
25-34	16.6	488	15.1	537	16.6
35-49	26.2	826	25.6	845	26.2
50-64	22.6	817	25.3	728	22.5
65+	20.1	799	24.7	648	20.1
Gender					
Men	48.9	1315	40.7	1578	48.9
Women	51.1	1916	59.3	1653	51.1
Region					
England	83.8	2116	65.5	2709	83.8
Wales	4.9	104	3.2	157	4.9
Scotland	8.5	507	15.7	274	8.5
Northern Ireland	2.8	504	15.6	90	2.8

6. Appendix – survey documents

6.1 The final questionnaire

Good morning/afternoon/evening. My name is working for Kantar Operations (Milward Brown Ulster **IN NORTHERN IRELAND**) on behalf of TNS BMRB, an independent research company.

We are carrying out a major national study for the Food Standards Agency, looking at how people buy, prepare and store food and attitudes to eating in and out of the home.

NB. NO ROTATION OF ANSWER SCALES. STATEMENTS ROTATED WHERE INDICATED

Before we begin, I just want to remind you that everything you tell me today will be treated in the strictest confidence.

First I'd like to ask you a few questions about your accommodation and who lives here with you.

1.0 (Amended)

How many people live in this household INCLUDING YOURSELF?

INTERVIEWER: ENTER NUMBER OF PEOPLE IN THE HOUSEHOLD. INCLUDE PEOPLE WHO USUALLY LIVE IN THIS HOUSEHOLD WHO ARE AWAY FOR UNDER 6 MONTHS.

NUMERIC 1-29

IF Q1.0>1

Please can you tell me the first name, date of birth and gender of all members of your household who usually live at this address, starting with you.

ASK ALL

1.1 (Old)

Name

FIRST NAME ONLY

OPEN BOX

1.2a (Amended)

Date of Birth

What is <TEXTFILL: your/their> date of birth?

FOR MONTH NOT GIVEN....ENTER 6 FOR MONTH

FOR DAY NOT GIVEN....ENTER 15 FOR DAY

ENTER THE DATE USING THE FORMAT: DD/MM/YYYY

OPEN BOX

Ref **CODE NOT SHOWN**

IF YEAR OF BIRTH NOT GIVEN

1.2b (Amended)

What was <TEXTFILL: your/their> age last birthday?

NUMERIC 0-120

Ref **CODE NOT SHOWN**

IF REFUSE TO GIVE AGE AT 1.2B

1.2c (Amended)

Are you/ Is <TEXTFILL: name>...?

READ OUT BANDS

1. Under 3
2. 3-5
3. 6-10
4. 11-15
5. 16-17
6. 18-19
7. 20-24
8. 25-34
9. 35-44
10. 45-54
11. 55-64
12. 65+

Refused **CODE NOT SHOWN**

NOTE: ANSWERS AT 1.2C TO BE KEPT SEPARATE FROM 1.2A AND 1.2B

NEED TO INSERT NEW DUMMY QUESTION WHICH TAKES THE AGE OF EACH PERSON FROM 1.2A, 1.2B OR 1.2C – THIS SHOULD BE USED FOR VERIFICATION & ROUTING

1.3 (Amended)

Gender

CODE FIRST THAT APPLIES

1. Male
2. Female

1.6 (Amended)

What is the relationship of <TEXTFILL: name> to you?

READ OUT, SINGLE CODE

REPEAT FOR EACH MEMBER OF THE HOUSEHOLD OTHER THAN RESPONDENT

1. Spouse
2. Cohabiting partner
3. Son/daughter (incl. adopted)
4. Step-son/daughter
5. Foster child
6. Son-in-law/daughter-in-law
7. Parent/guardian

8. Step-parent
9. Foster parent
10. Parent-in-law
11. Brother/sister (incl. adopted)
12. Step-brother/sister
13. Foster brother/sister
14. Brother/sister-in-law
15. Grand-child
16. Grand-parent
17. Other relative
18. Other non-relative
19. Civil partner

Refused **CODE NOT SHOWN**

REPEAT Q1.2-1.3 FOR EACH HOUSEHOLD MEMBER AND Q1.6 FOR EACH HOUSEHOLD MEMBER OTHER THAN RESPONDENT

ASK ALL

1.4a (Amended)

Living arrangements

Are you...

ASK OR RECORD

CODE FIRST THAT APPLIES

INTERVIEWER: THE AIM IS TO OBTAIN THE LEGAL MARITAL STATUS, IRRESPECTIVE OF ANY DE FACTO ARRANGEMENT

1. single, that is never married and never registered a same-sex civil partnership
2. married and living with husband/wife
3. in a registered same-sex civil partnership and living with your partner
4. separated, but still legally married
5. divorced
6. widowed?
7. [spontaneous only] separated, but still legally in a same-sex civil partnership
8. [spontaneous only] formerly a same sex civil partner, the civil partnership now legally dissolved
9. [spontaneous only] a surviving civil partner: his/her partner having since died

Refused **CODE NOT SHOWN**

IF (1.0>1) AND (1.4A=1,4,5,6,7,8,9)

1.4b (New)

May I just check, are you living with someone in this household as a couple?

ASK OR RECORD

ONLY RESPONDENTS WHO ARE LIVING WITH THEIR PARTNER IN THIS HOUSEHOLD SHOULD BE CODED AS LIVING TOGETHER AS A COUPLE.

YOU MAY CODE NO WITHOUT ASKING THE QUESTION ONLY IF ALL MEMBERS OF THE HOUSEHOLD ARE TOO CLOSELY RELATED FOR ANY TO BE LIVING TOGETHER IN A DE FACTO MARITAL RELATIONSHIP.

1. Yes
2. No
3. SPONTANEOUS ONLY - same sex couple (but not in a formal registered civil partnership)

FOR ALL MEMBERS OF HOUSEHOLD AGED 16 OR OVER (USE THE DUMMY QUESTION WHICH COMBINES 1.2A, 1.2B AND 1.2C FOR THIS)

1.5 (Old)

Working status

Please look at the screen and tell me which best describes <TEXTFILL: your/name's> main current activity?

CODE ONE ONLY

SHOW SCREEN

1. Self employed full time (30+ hours per week)
2. Self employed part-time (less than 30 hours per week)
3. In paid full-time employment (30+ hours per week)
4. In paid part-time employment (less than 30 hours per week)
5. Unemployed
6. Retired from paid work altogether
7. On maternity leave
8. Looking after family or home
9. Full-time student/ at school
10. Long term sick or disabled
11. Unable to work because of short-term illness or injury
12. On a government training scheme
13. Doing something else **(PLEASE GIVE DETAILS)**

Ref **CODE NOT SHOWN**

EATING HABITS

2.3 (Old)

How often do you cook or prepare food for yourself?

SHOW SCREEN, SINGLE CODE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

It varies too much to say

2.4 (Old)

How often do you cook or prepare food for others?

SHOW SCREEN, SINGLE CODE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

It varies too much to say

7.1 (Old)

Which, if any, of the following applies to you? Please state all that apply.

RANDOMISE ORDER, BUT ALWAYS KEEP VEGETARIAN STATEMENTS TOGETHER.

SHOW SCREEN, CODE ALL THAT APPLY

MULTICODE

Completely vegetarian

Partly vegetarian

Vegan

Allergic to certain food

On a diet trying to lose weight

Avoid certain food for religious or cultural reasons

Avoid certain food for medical reasons

Other (**SPECIFY**)

None

Q2.7a (Amended)

In the last 7 days, that is since last (**INSERT NAME OF DAY 7 DAYS AGO**), on how many days out of that seven did you eat **BREAKFAST AT HOME**?

NUMERIC 0-7

SPONTANEOUS: Never eat breakfast

Don't know **CODE NOT SHOWN**

IF Q2.7A=1-7

Q2.8a (Amended)

Thinking about all the times you were eating your breakfast in the last 7 days **AT HOME**, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: “Which other people did you mainly eat with?”

(MULTICODE)

SHOW SCREEN, CODE ALL THAT APPLY

1 Ate alone (**SINGLE CODE ONLY**)

2 Partner

3 Child(ren)

4 Parent(s)/guardian(s)

5 Brother(s)/sister(s)

6 Other family members

7 Friends

8 Someone else (specify)

9 Don't know **CODE NOT SHOWN**

Q2.7b (Amended)

In the last 7 days, that is since last (**INSERT NAME OF DAY 7 DAYS AGO**), on how many days out of that seven did you eat **LUNCH AT HOME**?

NUMERIC 0-7

SPONTANEOUS: Never eat lunch

Don't know **CODE NOT SHOWN**

IF Q2.7B=1-7

Q2.8c (Amended)

Thinking about all the times you were eating your lunch in the last 7 days **AT HOME**, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: “Which other people did you mainly eat with?”

(MULTICODE)

SHOW SCREEN, CODE ALL THAT APPLY

1 Ate alone (**SINGLE CODE ONLY**)

2 Partner

3 Child(ren)

4 Parent(s)/guardian(s)

5 Brother(s)/sister(s)

6 Other family members

7 Friends

- 8 Someone else (specify)
- 9 Don't know **CODE NOT SHOWN**

Q2.7c (Amended)

In the last 7 days, that is since last (**INSERT NAME OF DAY 7 DAYS AGO**), on how many days out of that seven did you eat your **MAIN EVENING MEAL AT HOME**?

NUMERIC 0-7

SPONTANEOUS: Never eat a main evening meal
Don't know **CODE NOT SHOWN**

IF Q2.7C=1-7

Q2.8e (Amended)

Thinking about all the times you were eating your main evening meal in the last 7 days **AT HOME**, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: “Which other people did you mainly eat with?”

(MULTICODE)

SHOW SCREEN, CODE ALL THAT APPLY

- 1 Ate alone (**SINGLE CODE ONLY**)
- 2 Partner
- 3 Child(ren)
- 4 Parent(s)/guardian(s)
- 5 Brother(s)/sister(s)
- 6 Other family members
- 7 Friends
- 8 Someone else (specify)
- 9 Don't know **CODE NOT SHOWN**

2.14 (Amended)

At the moment, how often do you eat **INSERT FOOD**?

SHOW SCREEN, SINGLE CODE

– SCALE

- At least once a day
- 5-6 times a week
- 3-4 times a week
- Once or twice a week
- Once a fortnight
- Once a month
- Less than once a month
- Never
- DK **CODE NOT SHOWN**

FOODS – RANDOMISE LIST – FIX ORDER OF TWO FISH ITEMS AND ORDER OF VEGETABLE ITEMS

- Beef, lamb or pork
- Poultry

Pre-cooked meats, like ham or meat pâté
Milk and dairy foods like cheese and yoghurt
Eggs
Fish, excluding shellfish
Shellfish (includes crab, prawns and lobster)
Raw fruit
Raw vegetables, including salad
Cooked vegetables
Pre-packed sandwiches

FOR “POULTRY” STATEMENT SHOW FOLLOWING INTERVIEWER INSTRUCTION:

INTERVIEWER PROMPT IF NECESSARY: BY POULTRY WE MEAN BIRDS SUCH AS CHICKEN OR TURKEY THAT ARE RAISED FOR THEIR EGGS OR MEAT

2.16 (Amended)

Please tell me how much you agree or disagree with the following statements.

READ OUT

SCALE

Definitely agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Definitely disagree
Don't know **CODE NOT SHOWN**
NA **CODE NOT SHOWN**

RANDOMISE LIST

Good health is just a matter of good luck
I don't really think about what I eat
The experts contradict each other over what foods are good or bad for you
What you eat makes a big difference to how healthy you are
The price of food doesn't really matter as long as I know that the quality is good
I enjoy cooking and preparing food
I don't have time to spend preparing and cooking food
When preparing food for myself I could be more careful about hygiene

2.33 (Old)

I'm going to move on now to talk about when you eat out. Have you done any of the following things in the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO)?

SHOW SCREEN, CODE ALL THAT APPLY GIVE SHOWCARD A TO CONFIRM DEFINITION

1 Eaten in a restaurant
2 Eaten in a pub
3 Eaten in a café or coffee shop
4 Bought food or drink from a café, coffee shop or sandwich bar to take away
5 Eaten fast food e.g. McDonalds, KFC, kebab shops
6 Eaten food from a work canteen
7 Eaten food from a cinema, bowling alley, theme park or other leisure facility

- 8 Eaten takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)
- 9 None of these
- 10 All of the above

IF NONE GO TO Q2.35, OTHERS CONTINUE

2.34 (Old)

How many times have you **INSERT EACH ANSWER FROM Q2.33** in the last 7 days?
SHOW EACH SELECTED AT Q2.33 AND REPEAT Q FOR EACH

WRITE IN _____ **RANGE 1-50,**

SOFT CHECK IF SAY MORE THAN 15:

You say you have eaten out in this type of establishment **<TEXTFILL>** times in the last seven days. Is this correct?

INTERVIEWER: IF THIS IS WRONG GO BACK AND CORRECT

Yes, this is correct **CONTINUE**

SHOW INFORMATION SCREEN TO ALL INTERVIEWERS

REFER TO SAME SHOW CARD A "THE CATEGORIES INCLUDED FOR EATING OUT" (FROM Q2.33) FOR THE NEXT TWO QUESTIONS (Q2.35 & Q2.37)

2.35 (Old)

Thinking about this definition of eating out, generally, when you're deciding where to eat out, which of the following are important to you?

CODE ALL THAT APPLY, SHOW SHOWCARD A

SHOW SCREEN

I never eat out at all

**IF CODES 1 – 8 OR 10 GIVEN AT 2.33 DO NOT SHOW "I NEVER EAT OUT AT ALL"
ROTATE REMAINING OPTIONS BUT FIX "I NEVER EAT OUT AT ALL"**

Price

Recommendations or invitation from someone you know/good reviews

Nutritional information of the food is provided

Healthy foods/choices

Cleanliness and hygiene

Good service

A good hygiene rating/score

Food for restricted diets such as Vegetarian, Halal, Kosher etc.

None of these

Something else **SPECIFY**

IF SELECTED I NEVER EAT OUT AT ALL AT Q2.35 SKIP TO 12.1, OTHERS CONTINUE

2.37 (Old)

When you eat out, at places such as at restaurants, cafes, pubs and takeaways, or buy food to take home to eat from supermarkets or shops, how aware would you say you generally are about their standards of hygiene?

SHOW SCREEN, SINGLE CODE
SHOW SHOWCARD A

Very aware
Fairly aware
Neither aware nor unaware
Fairly unaware
Very unaware
(Don't know) **CODE NOT SHOWN**

IF FAIRLY/VERY UNAWARE/DK, SKIP TO Q2.39, OTHERS CONTINUE

2.38 (Old)

How do you know about the hygiene standards of the places you eat out at or buy food from?

SHOW SCREEN – MULTI CHOICE

(SCRIPTER: RANDOMISE LIST, FIX OTHER AT BOTTOM)

Word of mouth
Reputation
Appearance of staff
General appearance of premises
Hygiene sticker
Hygiene certificate
Websites
Other (**SPECIFY**)
(Don't know) **CODE NOT SHOWN**

2.39 (New)

When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

READ OUT, SINGLE CODE

A lot more safe when I eat out
A bit more safe when I eat out
About the same
A bit less safe when I eat out
A lot less safe when I eat out
Spontaneous: It varies too much to say
DK **CODE NOT SHOWN**
NA **CODE NOT SHOWN**

ASK ALL

12.1 (New)

Have you ever seen any of these before?

SHOW SCREEN

RANDOMISE ORDER OF IMAGES

LIST

Scotland FHIS image

FHRS image

Scores on the doors image

SCALE

Yes

No

FOR EACH LOGO ASK IF 12.1=YES

ASK 12.2 IMMEDIATELY AFTER RESPONDENTS ANSWER “YES” AT 12.1 (I.E. BEFORE CONTINUING WITH OTHER 12.1 QUESTIONS)

12.2 (New)

Where have you seen this image?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

MULTICODE

LIST

Scotland FHIS image

FHRS image

Scores on the doors image

SCALE

Food establishment window or door (e.g. restaurant/cafe)

Website

Internet (no specific detail)

Newspaper/magazine

Other (specify)

DK **CODE NOT SHOWN**

ASK ALL

12.3 (New)

I have just shown you some images that are examples of food hygiene rating schemes. In the last 12 months, have you used a food hygiene rating scheme, like the ones you have just seen, to check an establishment’s hygiene standards before deciding to visit?

INTERVIEWER PROMPT IF NECESSARY: **By food establishment, we mean restaurants, cafes, takeaways, hotels and food shops**

Yes

No

ASK IF 12.3 = YES

12.4 (New)

Where did you check the rating?

READ OUT, CODE ALL THAT APPLY

MULTICODE.

INTERVIEWER PROMPT IF NECESSARY: **By food establishment, we mean restaurants, cafes, takeaways, hotels and food shops**

Food establishment window or door (e.g. restaurant/cafe)

On the Internet

Somewhere else (specify)

DK **CODE NOT SHOWN**

ASK IF 12.3 = YES

12.5 (New)

How helpful do you find food hygiene rating schemes when deciding where to eat out?

READ OUT. **SINGLE CODE.**

Very helpful

Fairly helpful

Neither helpful nor unhelpful

Fairly unhelpful

Very unhelpful

DK **CODE NOT SHOWN**

SHOPPING

And now some questions on shopping...

3.1 (Old)

Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household?

SHOW SCREEN, **SINGLE CODE**

- Responsible for all or most of the food/grocery shopping
- Responsible for about half of the food/grocery shopping
- Responsible for less than half of the food/grocery shopping
- Not responsible for any of the food/grocery shopping

3.3 (Amended)

Where <**TEXTFILL DEPENDING ON NUMBER IN HH**: do you/does your household> shop for food? Please include all shopping, including your main shopping, top-up shopping in between your main shopping trips, meat and fish, fruit and vegetables, and any other food shopping.

MULTICODE

SHOW SCREEN, CODE ALL THAT APPLY

- 1 Large supermarket
- 2 Mini supermarket e.g. Tesco Metro
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Independent greengrocer
- 6 Independent butcher
- 7 Independent baker
- 8 Independent fishmonger
- 9 Market (including stalls or farmer's markets)
- 10 Farm
- 11 Home delivery – from a supermarket
- 12 Home delivery (including vegetable boxes) – not from a supermarket
- 13 Other shop

IF MORE THAN ONE CHOSEN AT Q3.3

3.4 (Amended)

Which of these is used for your 'main' shopping trip?

INTERVIEWER IF NECESSARY: 'MAIN' SHOPPING TRIP IS THE TRIP WHEN THEY BUY THE LARGEST AMOUNT OR SPEND THE MOST MONEY ON FOOD

READ OUT, **SINGLE CODE**

ONLY CODES CHOSEN AT Q3.3 SHOWN

- 1 Large supermarket
- 2 Mini supermarket e.g. Tesco Metro
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Independent greengrocer

- 6 Independent butcher
- 7 Independent baker
- 8 Independent fishmonger
- 9 Market (including stalls or farmer's markets)
- 10 Farm
- 11 Home delivery – from a supermarket
- 12 Home delivery (including vegetable boxes) – not from a supermarket
- 13 Other shop
- 14 Use more than one of these for main shop (SPONTANEOUS ONLY)
- 15 Don't do a main shop (SPONTANEOUS ONLY)

ASK ALL

3.7 (Old)

How often do you <TEXTFILL IF MORE THAN 1 IN HH: (or someone else)> do a main shop for your household food shopping?

INTERVIEWER: IF RESPONDENT SAYS 'DON'T DO A MAIN SHOP', CODE AS 'NEVER'

SINGLE CODE, SHOW SCREEN

Every day

2-3 times per week

About once a week

2-3 times a month

Once a month

Less often

Never

DK **CODE NOT SHOWN**

3.12 (Old)

Thinking about food prices generally over the last 12 months, would you say they have stayed the same, increased or decreased?

SHOW SCREEN, **SINGLE CODE**

Increased a lot

Increased a little

Stayed the same

Decreased a little

Decreased a lot

DK **CODE NOT SHOWN**

3.13 (Amended)

Have you made any of these changes in the last 6 months for financial reasons?

SHOW SHOWCARD B, CODE ALL THAT APPLY

- A Eaten at home more
- B Cooked at home more
- C Eaten fewer takeaways
- D Eaten out less
- E Made packed lunches more
- F Bought items that were on special offer more
- G Prepared food that could be kept as leftovers more
- H Kept leftovers for longer before eating
- I Eaten food past its use-by-date more
- J None of these

Now I'm going to ask you some questions on what you do in the kitchen

4.1 (Amended)

Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do the following things at all when you are in the kitchen and if so how frequently:

FIX GENERAL STATEMENTS AT START, BUT RANDOMISE ORDER OF OTHER STATEMENTS

DO NOT SHOW HEADINGS OF SECTIONS TO RESPONDENTS

SINGLE CODE

SHOW SCREEN

SCALE: Never, Sometimes, Most of the time, Always, Not applicable, Don't Know **CODE NOT SHOWN**

General

- Wear an apron when cooking
- Follow a recipe when making something new

Chilling

- Store open tins in the fridge

Cross contamination

- Use different chopping boards for different foods

FOR CHOPPING BOARD STATEMENT SHOW FOLLOWING INTERVIEWER INSTRUCTION:

IF RESPONDENT ONLY USES ONE CHOPPING BOARD, LET THEM KNOW THAT THIS INCLUDES WASHING THE CHOPPING BOARD WHEN SWITCHING BETWEEN TYPES OF FOOD

- Wash raw meat or poultry
- Wash raw fish or seafood
- Wash fruit which is going to be eaten raw
- Wash vegetables (including salad) which are going to be eaten raw
- Wash fruit which is going to be cooked
- Wash vegetables which are going to be cooked

FOR FRUIT STATEMENTS SHOW FOLLOWING INTERVIEWER INSTRUCTION: IF RESPONDENT ONLY BUYS PRE-PREPARED (WASHED) FRUIT, OR ONLY EATS PEELED FRUIT CODE AS "NA"

FOR VEG STATEMENTS SHOW FOLLOWING INTERVIEWER INSTRUCTION: IF RESPONDENT ONLY BUYS PRE-PREPARED (WASHED) VEGETABLES, OR ONLY EATS PEELED VEGETABLES CODE AS "NA"

Cleaning

- Wash hands before starting to prepare or cook food
- Wash hands immediately after handling raw meat, poultry or fish

Cooking

- Cook food until it is steaming hot throughout
- Eat chicken or turkey if the meat is pink or has pink or red juices
- Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices
- Eat burgers or sausages if the meat is pink or has pink or red juices

4.1a (Amended)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

ROTATE THE LIST OF STATEMENTS

How often do you...

- a) Change the dishcloths or sponges that you use for washing up?
- b) Change the dishcloths or sponges that you use for cleaning your kitchen?
- c) Change tea towels?
- d) Clean your sink and draining board thoroughly?
- e) Wipe down the surfaces in your kitchen?
- f) Use tea towels to dry washing up?

SCRIPTER, FOR STATEMENTS A AND B SHOW THE FOLLOWING INSTRUCTION:

CHANGE CAN REFER TO EITHER WASHING OR REPLACING THE DISHCLOTHS OR SPONGES

IF RESPONDENT SAYS IT VARIES OR THEY DO SOMETHING EVERY TIME THEY COOK- GET THEM TO GIVE AN APPROXIMATE ANSWER WHICH RELATES TO TIME.

More than once a day

Every day

A couple of times a week

Once a week

Once every couple of weeks

Once a month

Once every couple of months

Less frequently

Never

DK **CODE NOT SHOWN**

NA **CODE NOT SHOWN**

4.1b (Amended)

Which of the following methods do you use to defrost frozen meat or fish?

MULTICODE

SHOW SCREEN, CODE ALL THAT APPLY

Placing the meat or fish in water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

Other (specify)

Do not defrost meat or fish **EXCLUSIVE**

DK **CODE NOT SHOWN**

IF 4.1B=MORE THAN 1 RESPONSE

4.1c (Amended)

And which method do you usually use to defrost frozen meat or fish?

ONLY SHOW ANSWERS GIVEN AT 4.1B

SINGLE CODE.

SHOW SCREEN

Placing the meat or fish in water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

– **SHOW TEXT FROM OTHER SPECIFY**

DK **CODE NOT SHOWN**

4.3 (Old)

After using a chopping board to prepare raw meat, poultry or fish people might wash the board before using it again for other foods or use a clean board. Why do you think they do this?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

MULTICODE

To stop remains of it getting onto the next food

It can be dangerous if you don't

To stop the flavour/ taste transferring to other foods

To get rid of the mess

As it looks dirty

To wash away germs/bacteria

To prevent food poisoning

It's a habit

It's just what people do / are told to do

Don't know why

Other (**SPECIFY**)

4.8a (New)

Do you have the use of a kitchen, that is, a separate room in which you cook?

INTERVIEWER: NOTE THAT A "KITCHEN DINER" SHOULD BE COUNTED AS A KITCHEN

SINGLE CODE

Yes

No

ASK ALL

4.8c (New)

Which of the following appliances do you have in your household?

MULTICODE

SHOW SCREEN, CODE ALL THAT APPLY

INTERVIEWER: IF NECESSARY EXPLAIN THAT A "HOB" IS "THE FLAT TOP PART OF A COOKING STOVE, OR A SEPARATE FLAT SURFACE, CONTAINING HOTPLATES OR BURNERS"

RANDOMISE ORDER OF CODES

Combined fridge and freezer

Separate fridge

Separate freezer

Dishwasher

Oven

Grill

Hob

Microwave

Kettle

None of these

DK **CODE NOT SHOWN**

IF "COMBINED FRIDGE AND FREEZER" OR "SEPARATE FRIDGE" IS NOT SELECTED AT 4.8C SKIP TO 4.18

4.9 (Old)

Do you ever check your fridge temperature?

SINGLE CODE, SHOW SCREEN

Yes

No

Someone else in the household does

I don't need to – it has an alarm if it is too hot or cold

Don't know **CODE NOT SHOWN**

IF NO, I DON'T NEED TO AS IT HAS AN ALARM, OR DON'T KNOW SKIP TO 4.12, OTHERS ASK Q4.10

4.10 (Old)

How often do you or another person in your household check the temperature of the fridge?

SINGLE CODE, SHOW SCREEN

At least daily

2-3 times a week

Once a week

Less than once a week but more than once a month

Once a month

Four times a year

Once or twice a year

Never/Less often

I don't need to – it has an alarm if it is too hot or cold

Can't remember

4.11 (Old)

Still thinking about fridge temperatures, can you tell me how you normally check the temperature?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

MULTICODE

Check the setting / gauge of fridge

Check the temperature display/ thermometer built into the fridge

Put a thermometer in the fridge and check

Look inside/check for ice/condensation

Feel food inside to see if it is cold

Other (**SPECIFY**)

4.12 (Old)

What do you think the temperature inside your fridge should be?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

SINGLE CODE

Less than 0 degrees C (less than 32 degrees F)

Between 0 and 5 degrees C (32 to 41 degrees F)

More than 5 but less than 8 degrees C (41 to 46 degrees F)

8 to 10 degrees C (46 to 50 degrees F)

More than 10 degrees C (over 50 degrees F)

Other (**SPECIFY**)

Don't know **CODE NOT SHOWN**

4.13 (Old)

And how do you arrange the contents of your fridge?

SHOW SCREEN, **SINGLE CODE**

I/we just put things wherever they can fit

Each person in the household has their own shelf or section of the fridge

Certain types of food are always kept in certain parts of the fridge

Other

IF 4.13="CERTAIN TYPES OF FOOD ARE ALWAYS KEPT IN CERTAIN PARTS OF THE FRIDGE"

4.13a (New)

Why do you always keep certain types of food in certain parts of the fridge?

MULTICODE,

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

Lack of space

Convenience

Force of habit

Food safety / to stop cross contamination / hygiene

Makes food easier to find

Other (specify)

DK **CODE NOT SHOWN**

4.14 (Old)

Where in the fridge do you store raw meat and poultry?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

MULTICODE

Anywhere

On the bottom shelf of the fridge

At the top of the fridge

Away from cooked foods

In a separate compartment e.g a meat drawer or salad tray

In the middle of the fridge

Wherever there is space

Other (**SPECIFY**)

Don't store raw meat/poultry in the fridge

Don't buy or store meat or poultry at all

IF “DO NOT BUY OR STORE MEAT AT ALL” OR “DON'T STORE RAW MEAT IN THE FRIDGE” SKIP TO Q4.18

4.15 (Old)

How do you store raw meat and poultry in the fridge?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

MULTICODE

Away from cooked foods

Covered with film \ foil

In a covered container

In its packaging

On a plate

Other (**SPECIFY**)

ASK ALL

4.18 (New)

For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?

RANDOMISE ORDER

Raw meat like beef, lamb, pork or poultry

Milk and yoghurt

Cheese

Eggs

Fish, excluding shellfish

MULTICODE

SPONTANEOUS - DO NOT SHOW SCREEN OR READ OUT

CODE ALL THAT APPLY

IF RESPONDENT SAYS “DATE” PROBE “WHICH KIND OF DATE”

How it looks (e.g. mould)

The colour of it

How it smells
How it tastes
What it feels like / the texture
Whether it has been stored correctly
If it doesn't float in water **ONLY SHOW THIS CODE FOR "EGGS" STATEMENT**
Best before date
Use by date
Sell by or display until date
Date unspecified
Other **SPECIFY**
N/A **CODE NOT SHOWN**

4.19 (Old)

Which of these indicates whether food is safe to eat?

SHOW SCREEN, CODE ALL THAT APPLY

MULTICODE

Use by date
Best before date
Sell by date
Display until date
None of these
Don't know **CODE NOT SHOWN**
(It depends) **CODE NOT SHOWN**

4.19b (New)

Which of these is the best indicator of whether food is safe to eat?

SINGLE CODE – ROTATE ANSWER LIST

Use by date
Best before date
Sell by date
Display until date
Don't know **CODE NOT SHOWN**

4.21 (Old)

Do you check use-by dates when you are buying food?

SINGLE CODE, SHOW SCREEN

Yes, always
Yes, depending on the food type
Sometimes
Never
DK (**CODE NOT SHOWN**)

4.22 (Old)

Do you check use-by dates when you are about to cook or prepare food?

SINGLE CODE, SHOW SCREEN

Yes, always

Yes, depending on the food type

Sometimes

Never

DK **(CODE NOT SHOWN)**

4.23a (New)

If you open <TEXTFILL: food item> and keep it stored in the fridge, what is the maximum number of days you would keep it in the fridge for before deciding you would definitely not < TEXTFILL: eat; TEXTFILL IF MILK: drink> it?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

Up to one day

Up to two days

Up to three days

Up to four days

Up to five days

More than five days

Follow the storage information on the product

Look at the use-by date

DK **CODE NOT SHOWN**

Not applicable – don't eat or use this food item

ROTATE LIST

a packet of sliced cooked or cured meat e.g. ham

a packet of meat, fish or seafood pâté

a packet of fresh dip e.g. sour cream and chive or hummus

a packet of smoked fish e.g. smoked mackerel or smoked salmon

a packet of soft or cream cheese

4.24 (Old)

If you made a meal on Sunday, what is the last day that you would consider eating the leftovers? (IF NECESSARY: Assuming that they have been kept in the fridge)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

SINGLE CODE

The same day

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

The following Sunday

More than a week

Never have leftovers – always finish or throw away immediately

DK **CODE NOT SHOWN**

IF NEVER HAVE LEFTOVERS AT Q4.24, GO TO Q11.6, OTHERS CONTINUE

4.25 (Old)

How many times would you consider re-heating food after it was cooked for the first time?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

SINGLE CODE

Not at all

Once

Twice

Three times

More than three times

DK **CODE NOT SHOWN**

IF NOT AT ALL SKIP TO 11.6, OTHERS CONTINUE

4.26 (Old)

And how do you usually tell that food has been re-heated properly?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

MULTI CODE

Steam coming from it

Taste it

Stir it

Check the middle is hot

Check it's an even temperature throughout

Put hand over it/touch it

Use a thermometer/probe

Use a timer to ensure it has been cooked for a certain amount of time

It looks hot

I don't check

DK **CODE NOT SHOWN**

Other **SPECIFY**

ASK ALL

11.6 (New)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

What is the maximum time after the <<USE BY/BEST BEFORE END>>date that you would <<INSERT>> ?

NOTE FOR INTERVIEWERS – IF RESPONDENT STATES THAT THEY USE THINGS WHICH ARE PAST THEIR USE BY DATES BECAUSE THEY ARE FROZEN PLEASE PROMPT WITH "IMAGINE THEY WERE FRESH"

SCALE

Never

Less than 1 day

Between 1 and 2 days

Between 3 and 4 days

Between 5 and 6 days

Between 1 and 2 weeks
More than 2 weeks
Don't know **CODE NOT SHOWN**
Don't eat **CODE NOT SHOWN**

ROTATE LIST

use raw meat (i.e. cook then eat) **(USE BY)**
eat cooked meat **(USE BY)**
eat dairy foods like cheese and yoghurt **(USE BY)**
eat eggs **(BEST BEFORE END)**
eat bread **(BEST BEFORE END)**

4.27 (Old)

And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them.

SHOW SCREEN, **SINGLE CODE**

SCALE

Definitely agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Definitely disagree
(DK) **CODE NOT SHOWN**

RANDOMISE

I always avoid throwing food away
I am unlikely to get food poisoning from food prepared in my own home
It's just bad luck if you get food poisoning
If you eat out a lot you are more likely to get food poisoning
Restaurants and catering establishments should pay more attention to food safety and hygiene
I often worry about whether the food I have is safe to eat
People worry too much about getting food poisoning
A little bit of dirt won't do you any harm

4.28 (Old)

Have you personally ever had food poisoning?

SINGLE CODE, SHOW SCREEN

Yes more than once
Yes once
I think so but I'm not sure it was food poisoning
No
DK **(CODE NOT SHOWN)**

ASK IF 4.28="YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

4.28a (New)

<TEXTFILL IF "MORE THAN ONCE" OR "I THINK SO": Thinking about the most recent occasion you had food poisoning, > did you see a doctor or go to hospital because of it?

SINGLE CODE, SHOW SCREEN

Yes

No

DK **(CODE NOT SHOWN)**

ASK IF 4.28="YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

4.28b (New)

In response to when you had food poisoning <TEXTFILL IF "MORE THAN ONCE" OR "I THINK SO": most recently> have you done any of the following?

MULTICODE

SHOW SCREEN, CODE ALL THAT APPLY

RANDOMISE (FIX "OTHER" AND "TOOK NO ACTION" AT THE BOTTOM)

Tried to get more information about the issue

Read food labels more carefully

Changed the way you cook food

Changed the way you prepare food

Stopped eating certain foods

Stopped eating at certain food establishments (e.g. restaurants/cafes)

Other (specify)

Took no action **(SINGLE CODE ONLY)**

11.8b (New)

Looking at this screen, do you get information about how to prepare and cook food safely at home from any of these sources?

PROBE: What about any other sources?

MULTICODE & RANDOMISE

SHOW SCREEN, CODE ALL THAT APPLY

Family and friends

School / college / a course

Work

Retailers (e.g. supermarkets)

Newspapers

News websites

Food TV shows / cooking programmes

Food magazines

Food websites

TV / radio campaigns

Books

Internet search engine

Product packaging

Doctor / GP

Other (specify)

I don't look for information on food safety

11.8c (New)

In the future if you decided to look for more information about how to prepare and cook food safely at home, where would you look for this information?

PROBE: "Where else?"

CODE ALL THAT APPLY

MULTICODE & RANDOMISE

SHOW SCREEN

Family and friends

School / college / a course

Work

Retailers (e.g. supermarkets)

Newspapers

News websites

Food TV shows / cooking programmes

Food magazines

Food websites

TV / radio campaigns

Books

Internet search engine

Product packaging

Doctor /GP

Other (specify)

Don't know

9.2 (New)

Please tell me the extent to which you are concerned or unconcerned by each of the following issues...

SINGLE CODE, SHOW SCREEN

STATEMENTS 3-6 RANDOMISED, BUT FIRST TWO STATEMENTS RE: OVERALL SAFETY FIXED TO BE ASKED FIRST

SCALE

Very concerned

Fairly concerned

Neither concerned nor unconcerned

Fairly unconcerned

Very unconcerned

(DK) **CODE NOT SHOWN**

The overall safety of food produced in the UK

The overall safety of food imported from outside the UK

The safety of fruit and vegetables produced in the UK

The safety of fruit and vegetables imported from outside the UK

The safety of meat produced in the UK

The safety of meat imported from outside the UK

FOOD PRODUCTION

And now some questions on food production.

8.3 (New)

Which of the following have you heard of in relation to food production?

MULTICODE RANDOMISE ORDER

SHOW SCREEN, CODE ALL THAT APPLY

Animal cloning

Genetic modification (GM)

Irradiation

Nanotechnology

None of these

DK **CODE NOT SHOWN**

FOR EACH TECHNOLOGY SELECTED AT 8.3

8.4 (New)

How much do you agree or disagree with the following statement?

I feel knowledgeable about the use of <<TECHNOLOGY>> in food production

SINGLE CODE

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**

FOR EACH TECHNOLOGY SELECTED AT 8.3

8.5 (New)

How much do you agree or disagree with the following statement?

<<TECHNOLOGY>> in food production makes me feel uneasy

SINGLE CODE

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**

11.3 (New)

Please tell me the extent to which you are concerned or unconcerned by each of the following issues?

SINGLE CODE, SHOW SCREEN

SCALE

Very concerned
Fairly concerned
Neither concerned nor unconcerned
Fairly unconcerned
Very unconcerned
DK **CODE NOT SHOWN**

RANDOMISE LIST

Food poisoning such as Salmonella and E.Coli
Genetically Modified (GM) foods
The use of pesticides to grow food
The use of additives (such as preservatives and colouring) in food products
Food hygiene when eating out
Food hygiene at home

ASK FOR EACH ISSUE AT 11.3 WHERE “VERY CONCERNED” OR “FAIRLY CONCERNED”

11.4 (New)

You have indicated that you are concerned about <textfill issue from 11.3>. In response, have you done any of the following over the past year?

MULTICODE

SHOW SCREEN, CODE ALL THAT APPLY

RANDOMISE (FIX “OTHER” AND “TOOK NO ACTION” AT THE BOTTOM)

Tried to get more information about the issue
Read about the issue when you saw it but did not seek out information
Read food labels more carefully
Changed the way you cook food
Changed the way you prepare food
Stopped eating certain foods
Other (specify)
Took no action (**SINGLE CODE ONLY**)

USE FOLLOWING CODE LIST FOR “FOOD HYGIENE WHEN EATING OUT” RANDOMISE (FIX “OTHER” AND “TOOK NO ACTION” AT THE BOTTOM)

Tried to get more information about the issue
Read about the issue when you saw it but did not seek out information
Asked friends / family for recommendations
Paid more attention to the cleanliness of food establishments
Checked the hygiene ratings of food establishments more
Stopped eating at certain places / food establishments
Stopped eating certain foods
Asked for food to be cooked in a different way (e.g. less rare)
Other (specify)
Took no action (**SINGLE CODE ONLY**)

HEALTH

Now I am going to ask you some questions about yourself.

ASK ALL

6.1 (Old)

How is your health in general? Would you say it was...

SINGLE CODE, SHOW SCREEN

Very good

Good

Fair

Bad

Very bad

Refused **CODE NOT SHOWN**

6.2 (Amended)

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

1. Yes;

2. No.

Refusal **CODE NOT SHOWN**

IF Q6.2 =YES, ASK Q6.3, OTHERS GO TO Q6.4

6.3 (Amended)

Does your condition or illness reduce your ability to carry-out day-to-day activities?

RUNNING PROMPT

1. Yes, a lot

2. Yes, a little

3. Not at all

6.4 (New)

How easy do you find it to read the labelling on food products (e.g. ingredients, nutrition or storage information) in terms of the size of the print (using glasses or contact lenses if you wear them)?

READ OUT

Very easy to read

Quite easy to read

Neither easy nor difficult to read

Quite difficult to read

Very difficult to read

Refused **CODE NOT SHOWN**

PART 7 HEALTHY EATING

THIS SECTION OF QUESTIONS ONLY TO BE ASKED TO RESPONDENTS IN SCOTLAND AND NORTHERN IRELAND

I am now going to ask you some questions about healthy eating.

H2.1 Overall, in your opinion, would you say that what you usually eat is...

SHOW SCREEN

SINGLE CODE

Very healthy

Fairly healthy

Neither healthy nor unhealthy

Fairly unhealthy

Very unhealthy

It varies too much to say **CODE NOT SHOWN**

H2.2 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?

SHOW SCREEN, SINGLE CODE

RANDOMISE STATEMENTS

SCALE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know **CODE NOT SHOWN**

STATEMENTS

I enjoy reading articles about food in newspapers or magazines

The price of food means I often don't buy the food I would like to

I enjoy making new things to eat

ASK ALL

H2.10 Now some questions about fruit and vegetables. Health experts make recommendations based on the amount and kind of fruit and vegetables people should eat daily. We are interested in whether you think the following count towards the recommended daily intake of fruit or vegetables... Do you think... (INSERT ITEM) ... can be counted towards the daily fruit and vegetable intake?

RESPONSES FOR EACH FOOD

Yes

No

Don't know **CODE NOT SHOWN**

FOOD ITEM (RANDOMISE LIST)

Frozen vegetables

Jam

Pure Fruit juice

Jacket potatoes

Dried fruit, for example, raisins or apricots

Rice

Tinned fruit or vegetables, for example, peaches or sweetcorn (INTERVIEWER NOTE
tinned fruit – whether in juice or syrup)

Fruit smoothies

Pulses, such as lentils, chick peas or kidney beans

Baked beans

H2.11 Thinking just about YESTERDAY can you tell me how many portions of vegetables – including salad, fresh, frozen or tinned vegetables you ate?

NOTE: A portion is 80g, which is 3 heaped tablespoons of cooked vegetables or a handful of cherry tomatoes or a small bowl of salad. It does not include potatoes.

WRITE IN

RANGE 0-15 – SOFT CHECK IF SAY MORE THAN 15?

DK CODE NOT SHOWN

Can I just check you are thinking of 80g portions, rather than individual items?

H2.12 Thinking just about YESTERDAY did you have a portion of fruit juice (pure juice / 100% freshly squeezed/ fruit smoothies/ juice from concentrate BUT NOT juice based drinks such as squash)

NOTE: A portion is a medium sized glass (150 ml)

Yes

No

DK CODE NOT SHOWN

H2.13 Thinking just about YESTERDAY can you tell me how many portions of fruit - fresh, frozen, tinned or dried you ate?

NOTE: A portion is 80g, which is for example, a medium sized piece of fruit such as an apple or a banana, or two small pieces of fruit such as satsumas or plums, a handful of grapes, 1 tablespoon of dried fruit

WRITE IN

Don't know CODE NOT SHOWN

RANGE 0-15 – SOFT CHECK IF SAY MORE THAN 15?

Can I just check you are thinking of 80g portions, rather than individual items?

H2.9 How many portions of fruit and vegetables do you think that health experts recommend people should eat every day?

WRITE IN

Don't know CODE NOT SHOWN

H2.14 At the moment, how often do you eat INSERT FOOD?

SHOW SCREEN

SINGLE CODE

SCALE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

DK **CODE NOT SHOWN**

FOODS – RANDOMISE LIST – FIX ORDER OF TWO FISH ITEMS

Biscuits, pastries and cakes

Bread, rice, pasta, potatoes and other starchy foods

Fried chips or roast potatoes

Oily fish, like salmon, sardines, mackerel or fresh tuna

Fruit and vegetables

H2.16 Please tell me how much you agree or disagree with the following statements.

READ OUT

SCALE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know **CODE NOT SHOWN**

RANDOMISE LIST

The tastiest foods are the ones that are bad for you

I get confused over what's supposed to be healthy and what isn't

If you are not overweight you can eat whatever you like

Even if you don't have a really healthy diet, it's worth making small changes such as eating less fat

As long as you take enough exercise you can eat whatever you want

The main reason for people to eat a more healthy diet is to lose weight

H2.17 It is recommended that people should eat a balanced diet. A balanced diet is made up of a variety of different types of food:

RANDOMISE ORDER OF CATEGORIES

Bread, rice, potatoes, pasta and other starchy foods

Fruit and vegetables

Meat, fish, eggs, beans and other non-dairy sources of protein

Food and drinks high in fat and/or sugar, and

Milk and dairy foods like yoghurt and cheese.

READ OUT CODES THEN PRESS CONTINUE (NO NEED TO SELECT ANY CODES TO MOVE ON)

SHOW EATWELL PLATE VISUAL – SHOWCARD C

READ OUT

This card shows a plate, divided into 5 sections. The sections represent the proportions that the different food groups should make towards the whole of a recommended balanced diet.

INTERVIEWER: PLEASE SHUFFLE CARDS BETWEEN INTERVIEWS TO RANDOMISE ORDER

INTERVIEWER: HAND OVER SHUFFLE CARDS

READ OUT

These cards show the different food groups (*small cards with food groups written on*).

Thinking of all the food a person would eat in a day, please place each card on the plate, to show how much of this food group you think there should be in a recommended balanced diet.

NOTE: we are focusing on all food eaten over the course of the day rather than in one meal

INTERVIEWER – RECORD FOOD TYPE FOR EACH SECTION

RESPONSES FOR EACH OF THE 5 FOOD TYPES

Bread, rice, potatoes, pasta, starchy foods

Fruit and vegetables

Meat, fish, eggs, beans, non-dairy sources of protein

Food and drinks high in fat and/or sugar

Milk and dairy foods

Section A

Section B

Section C

Section D

Section E

Don't know CODE NOT SHOWN

H2.18 Thinking about adults, how important do you think the following are for a healthy lifestyle?

SHOW FOOD

Is this...

SHOW SCREEN

SINGLE CODE

SCALE

Very important

Fairly important

Neither important nor unimportant

Fairly unimportant

Very unimportant

Don't know **CODE NOT SHOWN**

RANDOMISE ORDER

Eating foods such as bread, rice, pasta and potatoes

Eating fruit and vegetables

Eating fish, including oily fish

Limiting foods high in saturated fat

Limiting foods high in total fat

Limiting food and drinks high in sugar

Eating less salt

Keeping to a healthy weight

Drinking plenty of water

Eating breakfast every day

Eating white meat such as chicken or turkey

Eating dairy produce such as cheese, milk or yoghurt

Eating pulses such as soya beans, lentils or chickpeas

Eating the right amount of calories each day

H2.19 Thinking about the last 6 months, that is between **(INSERT NAME OF MONTH 6 MONTHS AGO)** and now, what, if any, changes have you personally made to the food you eat over the last 6 months?

SHOW SHOWCARD D

CODE ALL THAT APPLY

– RANDOMISE LIST

A Eating more bread, rice, potatoes, pasta and other starchy foods

B Eating less bread, rice, potatoes, pasta and other starchy foods

C Eating more fruit and vegetables

D Eating more fish, including oily fish

E Eating less food high in saturated fat

F Eating less food high in fat in general

G Eating less meat

H Eating less salt, for example eating less salty food, not adding salt during cooking or to a meal before eating

I Eating fewer calories

J Eating more calories

- K Eating larger portions
- L Eating smaller portions
- M None of these

IF ANY CHANGES MADE AT H2.19, OTHERS GO TO H2.22

H2.21 Why have you made THIS/THESE CHANGE/S to the food you eat in the last 6 months?

PROBE: Anything else?

CODE ALL THAT APPLY

MULTICODE

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

To lose weight / maintain / stop gaining weight

To be more healthy / have a healthier lifestyle

For health reasons

Improve diet/start eating healthily

Keep fit/exercise

Reduce salt intake

Reduce cholesterol

Due to age/getting older

Publicity / awareness (from experts / media)

Other (**SPECIFY**)

DK

ASK ALL

H2.22 Some people may find it difficult to eat more healthily. Can you tell me please, what do you think would be the difficulties, if any, for you in trying to eat more healthily?

PROBE: Anything else?

CODE ALL THAT APPLY

MULTICODE

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

No difficulties / already eat healthily **EXCLUSIVE**

Money / cost of healthy food

Time constraints

Time to prepare / cook food

Healthy foods are too expensive

Work commitments / hours

Already eat healthily

Giving up/cutting out sugar

Don't like healthy food

Giving up/cutting out chocolate

Other (**SPECIFY**)

DK **CODE NOT SHOWN**

H2.24 How much do you agree or disagree with the following statement – I do not need to make any changes to the food I eat, as it is already healthy enough

SINGLE CODE

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know **CODE NOT SHOWN**

H2.25 AND H2.26 –ASK QUESTIONS IN ORDER OF RESPONDENT'S OWN GENDER – I.E. MEN ASKED H2.26 FIRST, THEN ASKED H2.25; WOMEN ASKED H2.25 FIRST, THEN H2.26.

H2.25 Health experts make recommendations about the number of calories the average person should eat. Can you tell me what you think is the recommended number of calories average women should eat a day?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (0 – 9995)

Don't know **CODE NOT SHOWN**

H2.26 Health experts make recommendations about the number of calories the average person should eat. Can you tell me what you think is the recommended number of calories average men should eat a day?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (0 – 9995)

Don't know **CODE NOT SHOWN**

QUESTION H2.27 IS GENDER SPECIFIC I.E. MEN ARE ASKED HOW MUCH FAT, MEN SHOULD EAT IN A DAY, AND WOMEN ASKED HOW MUCH WOMEN SHOULD EAT

H2.27 It is recommended that we should eat no more than a certain amount of fat each day. How much fat – in grams – do you think an average **CHANGE TEXT **DEPENDING ON GENDER OF RESP.** man/women should eat per day?**

SINGLE CODE, SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (UPPER RANGE 995)

Don't know **CODE NOT SHOWN**

H2.28 It is recommended that the average man/woman should eat no more than **CHANGE WORDING DEPENDING ON GENDER OF RESPONDENT 70g/95g of fat a day. How much of this, in grams, do you think is the maximum recommended amount of saturated fats?**

IF A RESPONDENT GIVES A FRACTION, PLEASE CALCULATE THE APPROXIMATE GRAMS AND ENTER RELEVANT ANSWER, E.G. IF A MAN SAYS HALF, THEN THEIR ANSWER WOULD BE 47-48G

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (UPPER RANGE 95 FOR MEN AND 70 FOR WOMEN)

Don't know **CODE NOT SHOWN**

H2.29 What effects do you think eating too much saturated fat can have on your health? PROBE: Which others?

MULTI CHOICE (EXCL NONE AND DK)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

Makes you unfit

Shorter life expectancy

“Clogging” of arteries and veins

Increases risk of heart disease/attack

Affects blood pressure

Increases blood pressure

Increases risk of a stroke

Affects cholesterol

Increases cholesterol

Stomach cramps

Reducing/relieving cramps (e.g. leg cramps)

Prevents dehydration

Makes you thirsty

Makes you fat\overweight\obese

Lose weight

Bad for hair and/or skin

Other effect (**SPECIFY**)

Don't know **CODE NOT SHOWN**

None

H2.30 It is recommended that we should eat no more than a certain amount of salt each day. How much salt do you think this is for adults? Please give your answer in grams if possible.

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

SINGLE CODE

CODE CAREFULLY TO THE PRE-CODED LIST.

Up to 0.5g

0.6-1g

1g

2g

3g

4g

5g

6g

7g

8g

9g

10g

11g-15g

16g-20g

More than 20g

Something else (**SPECIFY**)

Don't know **CODE NOT SHOWN**

IF SOMETHING ELSE AT H2.30 ASK H2.31, OTHERS GO TO H2.32

H2.31 How much salt do you think this is?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

SINGLE CODE

1 teaspoon

2 teaspoons

1 tablespoon

Other answer **SPECIFY**

Don't know **CODE NOT SHOWN**

ASK ALL

H2.32 What effects do you think eating too much salt can have on your health?

MULTI CHOICE (EXCL. NONE AND DK)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

Makes you unfit

Shorter life expectancy

“Clogging” of arteries and veins

Increases risk of heart disease/attack

Affects blood pressure

Increases blood pressure

Increases risk of a stroke

Affects cholesterol

Increases cholesterol

Stomach cramps

Reducing/relieving cramps (e.g. leg cramps)

Prevents dehydration

Makes you thirsty or dehydrated

Makes you fat\overweight\obese

Lose weight

Bad for hair and/or skin

Other effect (**SPECIFY**)

Don't know **CODE NOT SHOWN**

None

H2.39 In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

READ OUT, SINGLE CODE

A lot more healthy when I eat out

A bit more healthy when I eat out

About the same

A bit less healthy when I eat out

A lot less healthy when I eat out

It varies too much to say **CODE NOT SHOWN**

H2.40 In which, if any, of these places would you like to see more information displayed about how healthy different options are?

SHOW SCREEN, MULTICODE

IF RESPONDENT QUERIES: FOR EXAMPLE, INFORMATION SHOWING THE CALORIE CONTENT OF DIFFERENT OPTIONS OR HOW MUCH FAT, SUGAR OR SALT THEY CONTAIN

RANDOMISE ORDER, FIX "NONE" AT THE BOTTOM

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants e.g. McDonalds, kebab shops

Workplace canteens

Food outlets in cinemas, bowling alleys, theme parks or other leisure facilities

Takeaway outlets e.g. Indian, Chinese, Pizza, fish and chips

None of these

DEMOGRAPHICS

7.2 (Amended)

In which of these ways do you occupy this accommodation?

SHOW SCREEN

1. Own it outright
2. Buying it with the help of a mortgage or loan
3. Pay part rent and part mortgage (shared ownership)
4. Rent it
5. Live here rent-free (including rent-free in relative's/friend's property; excluding squatting)
6. Squatting

Ref **CODE NOT SHOWN**

IF RENT OR RENT-FREE AT 7.2 ASK 7.3, OTHERS GO TO 7.5

7.3 (Amended)

Does the accommodation go with the job of anyone in the household?

INTERVIEWER INSTRUCTIONS:

IF THE ACCOMMODATION GOES WITH THE JOB OF SOMEBODY WHO IS TEMPORARILY NOT A MEMBER OF THE HOUSEHOLD, CODE YES.

IF THE ACCOMMODATION USED TO GO WITH THE JOB OF SOMEONE IN THE HOUSEHOLD, BUT THIS IS NO LONGER THE CASE, CODE No.

Yes

No

Ref **CODE NOT SHOWN**

IF RENT OR RENT-FREE AT 7.2

7.4 (Amended)

Who is your landlord?

SHOW SCREEN

CODE FIRST THAT APPLIES

Organisations

1. the local authority / council / Scottish Homes
2. a housing association, charitable trust or Local Housing Company
3. employer (organisation) of a household member
4. another organisation

Individuals

5. relative/friend (before you lived here) of a household member
6. employer (individual) of a household member
7. another individual private landlord?

Ref **CODE NOT SHOWN**

EDIT: SOFT CHECK IF 7.2=5 AND 7.4=1

– YOU SAID THAT THE ACCOMMODATION IS RENT-FREE AND THAT THE LANDLORD IS THE COUNCIL. COUNCIL ACCOMMODATION IS NOT NORMALLY RENT FREE.

IF MORE THAN ONE PERSON IN HOUSEHOLD WITH AGE >=16, OTHERS GO TO 7.7
7.5 (Old)

In whose name is the accommodation owned or rented?

SHOW LIST OF NAMES OF PEOPLE IN HOUSEHOLD OVER 16 FROM QUESTION 1.1

Ref **CODE NOT SHOWN**

IF THERE ARE JOINT HOUSEHOLDERS, OTHERS GO TO 7.7

7.6 (Old)

You have told me that (**NAMES**) jointly own or rent the accommodation. Which of them has the highest income (from earnings, benefits, pensions and any other sources)?

SHOW NAMES FROM Q7.5

IF TWO OR MORE JOINT HOUSEHOLDERS HAVE THE SAME INCOME, SELECT THE ELDEST.

IF RESPONDENT ASKS FOR PERIOD TO AVERAGE OVER - LAST 12 MONTHS, AS CONVENIENT.

PROMPT AS NECESSARY

IS ONE JOINT HOUSEHOLDER THE SOLE PERSON WITH:

- PAID WORK?
- OCCUPATIONAL PENSION?

IF HIGHEST INCOME QUESTION NOT ANSWERED FOR JOINT HOUSEHOLDERS ASSUME THE HRP IS THE ELDEST JOINT HOUSEHOLDER.

INTERVIEWER CODE HRP

IF AGE >= 16

IF HRP IS THE RESPONDENT, INSERT THE WORD 'YOU' RATHER THAN THE NAME IN THE FOLLOWING QUESTIONS

COLLECT OCCUPATION DETAILS FOR HRP ONLY

7.7 (Old)

Which of these best describes what **YOU/HRP** were doing in the seven days ending Sunday the (**N**)?

CODE ONE ONLY

SHOW SCREEN

Going to school or college full-time (including on vacation)

In paid employment (or temporarily away)

Self-employed (or temporarily away)

On a government scheme for employment training

Doing unpaid work for a business that you own, or that a relative owns

Waiting to take up paid work already obtained

Looking for paid work or a government training scheme

Temporarily unable to work because of short-term illness or injury

Permanently unable to work because of long-term sickness or disability
Retired from paid work
Looking after home or family
Doing something else **(PLEASE GIVE DETAILS)**

Ref **CODE NOT SHOWN**

IF GOING TO SCHOOL OR COLLEGE FULL-TIME

7.8 (Old)

Did **YOU/HRP** do any paid work in the seven days ending Sunday the (N), either as an employee or self-employed?

Yes

No

Ref **CODE NOT SHOWN**

IF NOT IN EMPLOYMENT

(ANY OF THE FOLLOWING ANSWERS AT 7.7:

“DOING UNPAID WORK FOR A BUSINESS THAT YOU OWN, OR THAT A RELATIVE OWNS”,

“WAITING TO TAKE UP PAID WORK ALREADY OBTAINED”,

“LOOKING FOR PAID WORK OR A GOVERNMENT TRAINING SCHEME”,

“TEMPORARILY UNABLE TO WORK BECAUSE OF SHORT-TERM ILLNESS OR INJURY”,

“PERMANENTLY UNABLE TO WORK BECAUSE OF LONG-TERM SICKNESS OR DISABILITY”,

“RETIRED FROM PAID WORK”,

“LOOKING AFTER HOME OR FAMILY”,

“DOING SOMETHING ELSE” OR

“REF”

OR “NO” OR “REF” AT 7.8)

7.9 (Old)

HAVE YOU/HAS HRP ever been in paid employment or self-employed, apart from casual or holiday work?

Yes

No

Ref **CODE NOT SHOWN**

IF YES, GO TO 7.9B, IF “NO OR “REF” GO TO Q7.18

ASK 7.9B IF GIVEN THE FOLLOWING ANSWERS

“ON A GOVERNMENT SCHEME FOR EMPLOYMENT TRAINING” AT 7.7

“YES” AT 7.8

“YES” AT 7.9

7.9b (New)

ARE/WERE you working as an employee or **ARE/WERE** you self employed?

SINGLECODE

Employee

Self-employed

ALL IN EMPLOYMENT/EVER WORKED
(“IN PAID EMPLOYMENT (OR TEMPORARILY AWAY)” OR “SELF-EMPLOYED (OR TEMPORARILY AWAY)” OR “ON A GOVERNMENT SCHEME FOR EMPLOYMENT TRAINING” AT 7.7 OR “YES AT 7.8 OR “YES” AT 7.9)

7.10 (Old)

Thinking about your **CURRENT/MOST RECENT** job, what **DOES/DID** the firm/organisation **YOU WORK/HRP WORKS** for mainly make or do (at the place where **YOU/THEY WORK/WORKED**)?

(OPEN)

DESCRIBE FULLY - PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC.

AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE OR RETAIL ETC. IT SHOULD BE NOTED THAT INFORMATION ON INDUSTRY IS NECESSARY TO DISTINGUISH BETWEEN SOME OCCUPATIONS AT THE DETAILED LEVEL.

7.11 (Old)

What **IS/WAS YOUR/HRP’S** (main) job ?

(OPEN)

7.12 (Old)

What **DO/DID YOU/ DID/DOES HRP** mainly do in **YOUR/THEIR** job?

(OPEN)

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

IF EMPLOYEE (“EMPLOYEE” AT 7.9B OR “IN PAID EMPLOYMENT (OR TEMPORARILY AWAY)” AT 7.7), GO TO 7.13, IF SELF EMPLOYED GO TO 7.15

7.13 (Old)

In your job, **DO/DID YOU/ DOES/DID HRP** have formal responsibility for supervising the work of other employees?

DO NOT INCLUDE PEOPLE WHO ONLY SUPERVISE:

CHILDREN (E.G. TEACHERS, NANNIES, CHILDMINDERS),

ANIMALS,

SECURITY OR BUILDINGS (E.G. CARETAKERS, SECURITY GUARDS)

Yes

No

Ref **CODE NOT SHOWN**

7.14 (Old)

How many people **WORK/WORKED** for **YOUR/HRP’S** employer at the place where **YOU/THEY WORK/WORKED**?

ARE/WERE THERE ...(RUNNING PROMPT)...

1-24

25 – 499

or 500 or more employees?

Ref **CODE NOT SHOWN**

GO TO 8.17

IF SELF EMPLOYED (“SELF-EMPLOYED” AT 7.9B OR “SELF-EMPLOYED (OR TEMPORARILY AWAY)” AT 7.7)

7.15 (Old)

ARE/WERE YOU/IS/WAS HRP working on YOUR/THEIR own or DO/DID YOU/THEY have employees?

ASK OR RECORD

On own/with partner(s) but no employees

With employees

Ref **CODE NOT SHOWN**

IF WITH EMPLOYEES, GO TO 7.16, OTHERS GO TO 7.17

7.16 (Old)

How many people DO/DID YOU/DOES/DID HRP employ at the place where YOU/THEY WORK/WORKED?

ARE/WERE THERE ...(RUNNING PROMPT)...

1-24

25 to 499, or

500 or more employees

Ref **CODE NOT SHOWN**

ALL IN EMPLOYMENT/EVER WORKED

7.17 (Old)

In YOUR/HIS/HER (main) job ARE/WERE YOU/IS/WAS HRP working:

READ OUT

full time

or part-time?

NOTE: Full-time = More than 30 hours, Part-time = 30 hours or less

Ref **CODE NOT SHOWN**

OCCUPATION QUESTIONS CODED IN-OFFICE TO SOC AND NS-SEC

INCOME & BENEFITS QUESTIONS ASKED ABOUT HOUSEHOLD IF RESPONDENT IS HIH OR SPOUSE/PARTNER OF HIH ONLY, OTHERWISE ASKED FOR RESPONDENT ONLY

7.18 (Old)

This card shows various possible sources of income. Can you please tell me which kinds of income you (AND YOUR HUSBAND/WIFE/PARTNER) receive?

SHOW SHOWCARD E

- A Earnings from employment or self-employment
- B State retirement pension
- C Pension from former employer
- D Personal pensions
- E Child Benefit
- F Employment and Support Allowance
- G Jobseeker's Allowance
- H Pension Credit

- I Income Support
 - J Working Tax Credit (excluding any childcare tax credit)
 - K Child Tax Credit (including any childcare tax credit)
 - L Housing benefit
 - M Guardian's Allowance
 - N Carer's Allowance
 - O Incapacity Benefit
 - P Disability Living Allowance
 - Q Attendance Allowance
 - R Other state benefits
 - S Interest from savings and investments (e.g. stocks and shares)
 - T Other kinds of regular allowance from outside your household (e.g. maintenance, student's loans, rent)
 - U No source of income **EXCLUSIVE**
- Ref **CODE NOT SHOWN**

7.19 (Old)

Will you please look at this card and tell me which group represents **(YOUR/YOU AND YOUR HUSBAND/WIFE/PARTNER'S COMBINED)** total income from all these sources before deductions for income tax, National Insurance etc.? Please just tell me the letter next to the category that applies.

RESPONSE LIST ON-SCREEN SHOULD ONLY SHOW THE LETTERS IN ALPHABETICAL ORDER
SHOW SHOWCARD F

	WEEKLY	MONTHLY	ANNUAL
U	UP TO £49	UP TO £216	UP TO £2,599
D	£50 UP TO £99	£217 UP TO £432	£2,600 UP TO £5,199
I	£100 UP TO £199	£433 UP TO £866	£5,200 UP TO £10,399
M	£200 UP TO £299	£867 UP TO £1,299	£10,400 UP TO £15,599
O	£300 UP TO £399	£1,300 UP TO £1,732	£15,600 UP TO £20,799
B	£400 UP TO £499	£1,733 UP TO £2,166	£20,800 UP TO £25,999
R	£500 UP TO £599	£2,167 UP TO £2,599	£26,000 UP TO £31,199
G	£600 UP TO £699	£2,600 UP TO £3,032	£31,200 UP TO £36,399
K	£700 UP TO £799	£3,033 UP TO £3,466	£36,400 UP TO £41,599
Q	£800 UP TO £899	£3,467 UP TO £3,899	£41,600 UP TO £46,799
E	£900 UP TO £999	£3,900 UP TO £4,332	£46,800 UP TO £51,999
T	£1,000 up to £1,038	£4,333 up to £4,499	£52,000 up to £53,999
V	£1,039 up to £1,076	£4,500 up to £4,667	£54,000 up to £55,999
A	£1,077 up to £1,115	£4,668 up to £4,833	£56,000 up to £57,999
N	£1,116 up to £1,153	£4,834 up to £4,999	£58,000 up to £59,999
W	£1,154 up to £1,249	£5,000 up to £5,416	£60,000 up to £64,999
X	£1,250 up to £1,346	£5,417 up to £5,833	£65,000 up to £69,999
H	£1,347 up to £1,442	£5,834 up to £6,249	£70,000 up to £74,999
P	£1,443 up to £1,538	£6,250 up to £6,666	£75,000 up to £79,999
S	£1,539 up to £1,634	£6,667 up to £7,083	£80,000 up to £84,999
C	£1,635 up to £1,730	£7,084 up to £7,499	£85,000 up to £89,999
J	£1,731 up to £1,826	£7,500 up to £7,916	£90,000 up to £94,999
L	£1,827 up to £1,923	£7,917 up to £8,333	£95,000 up to £99,999
F	£1,924 or more	£8,334 or more	£100,000 or more

Ref **CODE NOT SHOWN**

IF HOUSEHOLD CONTAINS MORE THAN TWO ADULTS OR TWO ADULTS WHO ARE NOT LIVING TOGETHER AS A COUPLE

7.20 (Old)

Can I check, does anyone else in the household have an income from any source?

Yes

No

Ref **CODE NOT SHOWN**

IF OTHERS IN HOUSEHOLD WITH SOURCE OF INCOME (IF 7.20 IS YES)

7.21 (Old)

Thinking of the income of your household as a whole, which of the groups on this card represents the total income of the whole household before deductions for income tax, National Insurance etc. Please just tell me the letter next to the category that applies.

RESPONSE LIST ON-SCREEN SHOULD ONLY SHOW THE LETTERS IN ALPHABETICAL ORDER

SHOW SHOWCARD F

	WEEKLY	MONTHLY	ANNUAL
U	UP TO £49	UP TO £216	UP TO £2,599
D	£50 UP TO £99	£217 UP TO £432	£2,600 UP TO £5,199
I	£100 UP TO £199	£433 UP TO £866	£5,200 UP TO £10,399
M	£200 UP TO £299	£867 UP TO £1,299	£10,400 UP TO £15,599
O	£300 UP TO £399	£1,300 UP TO £1,732	£15,600 UP TO £20,799
B	£400 UP TO £499	£1,733 UP TO £2,166	£20,800 UP TO £25,999
R	£500 UP TO £599	£2,167 UP TO £2,599	£26,000 UP TO £31,199
G	£600 UP TO £699	£2,600 UP TO £3,032	£31,200 UP TO £36,399
K	£700 UP TO £799	£3,033 UP TO £3,466	£36,400 UP TO £41,599
Q	£800 UP TO £899	£3,467 UP TO £3,899	£41,600 UP TO £46,799
E	£900 UP TO £999	£3,900 UP TO £4,332	£46,800 UP TO £51,999
T	£1,000 up to £1,038	£4,333 up to £4,499	£52,000 up to £53,999
V	£1,039 up to £1,076	£4,500 up to £4,667	£54,000 up to £55,999
A	£1,077 up to £1,115	£4,668 up to £4,833	£56,000 up to £57,999
N	£1,116 up to £1,153	£4,834 up to £4,999	£58,000 up to £59,999
W	£1,154 up to £1,249	£5,000 up to £5,416	£60,000 up to £64,999
X	£1,250 up to £1,346	£5,417 up to £5,833	£65,000 up to £69,999
H	£1,347 up to £1,442	£5,834 up to £6,249	£70,000 up to £74,999
P	£1,443 up to £1,538	£6,250 up to £6,666	£75,000 up to £79,999
S	£1,539 up to £1,634	£6,667 up to £7,083	£80,000 up to £84,999
C	£1,635 up to £1,730	£7,084 up to £7,499	£85,000 up to £89,999
J	£1,731 up to £1,826	£7,500 up to £7,916	£90,000 up to £94,999
L	£1,827 up to £1,923	£7,917 up to £8,333	£95,000 up to £99,999
F	£1,924 or more	£8,334 or more	£100,000 or more

Ref **CODE NOT SHOWN**

ASK ALL

7.22 (Old)

Starting from the top of the card, please look down the list of qualifications and tell me the number of the first one you come to that you have passed.

SHOW SHOWCARD G

1 Higher degree or postgraduate qualifications

2 Degree (undergraduate) (including B. Ed.), Postgraduate diplomas or Certificates (inc. PGCE), Professional qualifications at degree level (e.g. chartered accountant / surveyor), NVQ / SVQ Level 4 or 5

3 Diplomas in higher education or other HE qualifications, HNC / HND / BTEC Higher, Teaching qualifications for schools or further education (below degree level), Nursing or other medical qualifications (below degree level), RSA Higher Diploma

4 A/AS levels / SCE Higher / Scottish Certificate 6th Year Studies, NVQ / SVQ / GSVQ level 3 / GNVQ Advanced, ONC / OND / BTEC National, City and Guilds Advanced Craft / Final level / Part III / RSA, Advanced Diploma

5 Trade apprenticeships

6 O level / GCSE grades A-C / SCE Standard / Ordinary grades 1-3, CSE grade 1, NVQ / SVQ / GSVQ level 2 / GNVQ intermediate, BTEC / SCOTVEC first / General diploma, City and Guilds Craft / Ordinary level / Part II / RSA Diploma

7 O level / GCSE grades D-G / SCE Standard / Ordinary below grade 3, CSE grades 2-5, NVQ / SVQ / GSVQ level 1 / GNVQ foundation, BTEC / SCOTVEC first / General Certificate, City and Guilds part 1 / RSA Stage I-III, SCOTVEC modules / Junior certificate

8 Other qualifications (including overseas) **(SPECIFY)**

9 None of these

Ref **CODE NOT SHOWN**

ETHNICITY QUESTION FOR RESPONDENTS LIVING IN ENGLAND

7.23Eng (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

White

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background, please describe **SPECIFY**

Mixed / Multiple ethnic groups

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed / Multiple ethnic background, please describe **SPECIFY**

Asian / Asian British

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background, please describe **SPECIFY**

Black / African / Caribbean / Black British

14. African
15. Caribbean

16. Any other Black / African / Caribbean background, please describe **SPECIFY**

Other ethnic group

17. Arab

18. Any other ethnic group, please describe **SPECIFY**

Ref **CODE NOT SHOWN**

ETHNICITY QUESTION FOR RESPONDENTS LIVING IN WALES

7.23Wal (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background
SHOW SCREEN

White

1. Welsh / English / Scottish / Northern Irish / British

2. Irish

3. Gypsy or Irish Traveller

4. Any other White background, please describe

Mixed / Multiple ethnic groups

5. White and Black Caribbean

6. White and Black African

7. White and Asian

8. Any other Mixed / Multiple ethnic background, please describe

Asian / Asian British

9. Indian

10. Pakistani

11. Bangladeshi

12. Chinese

13. Any other Asian background, please describe

Black / African / Caribbean / Black British

14. African

15. Caribbean

16. Any other Black / African / Caribbean background, please describe

Other ethnic group

17. Arab

18. Any other ethnic group, please describe

Ref **CODE NOT SHOWN**

ETHNICITY QUESTION FOR RESPONDENTS LIVING IN SCOTLAND

7.23Scot (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

White

1. Scottish
2. Other British
3. Irish
4. Gypsy/Traveller
5. Polish
6. Any other White ethnic group, please describe

Mixed or Multiple ethnic groups

7. Any Mixed or Multiple ethnic groups, please describe

Asian, Asian Scottish or Asian British

8. Pakistani, Pakistani Scottish or Pakistani British
9. Indian, Indian Scottish or Indian British
10. Bangladeshi, Bangladeshi Scottish or Bangladeshi British
11. Chinese, Chinese Scottish or Chinese British
12. Any other Asian, please describe

African

13. African, African Scottish or African British
14. Any other African, please describe

Caribbean or Black

15. Caribbean, Caribbean Scottish or Caribbean British
16. Black, Black Scottish or Black British
17. Any other Caribbean or Black, please describe

Other ethnic group

18. Arab, Arab Scottish or Arab British
19. Any other ethnic group, please describe

Ref **CODE NOT SHOWN**

ETHNICITY QUESTION FOR RESPONDENTS LIVING IN NORTHERN IRELAND

7.23Nlr (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

1. White
2. Irish Traveller

Mixed / Multiple ethnic groups

3. White and Black Caribbean
4. White and Black African
5. White and Asian
6. Any other Mixed / Multiple ethnic background, please describe

Asian / Asian British

7. Indian
8. Pakistani
9. Bangladeshi
10. Chinese
11. Any other Asian background, please describe

Black / African / Caribbean / Black British

12. African
13. Caribbean
14. Any other Black / African / Caribbean background, please describe

Other ethnic group

15. Arab
16. Any other ethnic group, please describe

Ref **CODE NOT SHOWN**

ASK ALL**7.24 (Amended)**

What is your Religion, even if you are not currently practising?

CODE ONE ONLY

No religion

Christian (including Church of England, Catholic, Protestant and all other Christian denominations)

Buddhist

Hindu

Jewish

Muslim

Sikh

Any other religion, please describe **OPEN BOX**

Would rather not say

7.25 (Old)

Do you, or any members of your household, at present own or have continuous use of any motor vehicles?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE)

Yes

No

Ref **CODE NOT SHOWN**

7.27 (Amended)

I would like to ask about your own use of the Internet. May I just check, have you ever used the Internet at home or anywhere else?

1. Yes

2. No

Ref **CODE NOT SHOWN**

IF CODE 1 AT 7.27

7.28 (New)

When did you last use the Internet? Was it ...

INDIVIDUAL PROMPT

CODE FIRST THAT APPLIES

Today?

Yesterday?

The day before yesterday?

In the last week?

Over a week ago, up to a month?

Over a month, up to 3 months?

Over 3 months, up to 6 months?

Over 6 months, up to a year?

Over a year ago?

Ref **CODE NOT SHOWN**

7.30 (Amended)

This study is being funded by the Food Standards Agency (FSA), a central government department. Would you be willing for the FSA, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Yes

No

IF "YES" AT 7.30

7.31 (Amended)

In order to carry out this future research, your contact details may be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto the FSA or an organisation acting on their behalf?

INTERVIEWER ADD IF NECESSARY: We would only pass your contact details and interview information onto the FSA or another research company doing legitimate research on behalf of the Agency, your interview data would never be passed to anyone else or used for commercial purposes.

Yes

No

QUALITY

Record following details

Name

Address

Landline telephone number

Mobile telephone number

ASK ALL

Qdwell

PART 1 INTERVIEWER: ENTER TOTAL NUMBER OF OCCUPIED DWELLING
UNITS AT ADDRESS (FROM CONTACT SHEET C4)

NUMERIC RANGE 1-999

ASK ALL

Qadults

PART 2 INTERVIEWER: ENTER TOTAL NUMBER OF PEOPLE AGED 16+ (FROM
CONTACT SHEET C4)

NUMERIC RANGE 1-30

6.2 Interviewer instructions

1. Background

TNS BMRB has been commissioned by the Food Standards Agency (FSA) to carry out a study among adults aged 16+ across the United Kingdom. The survey asks questions about how people deal with food at home and out of home as well as about their attitudes towards different aspects of food and hygiene. In addition, the FSA in Scotland and Northern Ireland have commissioned an extra set of questions to be asked about healthy eating.

If you are working in England or Wales, the survey should take around 45 minutes and will focus solely on food safety and hygiene.

If you are working in Scotland or Northern Ireland, the survey should take around 60 minutes due to the addition of 15 minutes of healthy eating questions.

TNS BMRB carried out the first wave of the survey in March to August 2010. For all countries in the UK the survey then covered aspects of healthy eating as well as food safety and hygiene. However the remit of the Food Standards Agency has changed since the first wave so questions on healthy eating have been dropped for those in England and Wales.

Before the launch of the next wave of this survey, there have been two stages of development. In November 2011, cognitive interviews were carried out with respondents in London and Manchester to test the understanding and interpretation of a subsection of food safety and hygiene questions from the questionnaire. The feedback provided from these interviews was used to refine the questionnaire.

A small scale pilot was then conducted in January 2012 to test whether the food safety and hygiene aspects of the questionnaire were working as we hoped it would. All of the additional healthy eating questions added to the Scottish and Northern Irish questionnaires had been used previously in the first wave of this survey, so did not need to be tested again.

Feedback from the pilot led to some changes to the questionnaire content and gave an initial indication of interview length. Given that the methodology used for the pilot (quota) was different to that which will be used for the main survey (random probability), the main focus of the pilot was on testing the questionnaire itself rather than fieldwork documents or procedures. The advance letter to be used in the main stage was tested however, through qualitative feedback obtained at the end of the pilot interviews. As a result, the letter has been revised following respondents' and interviewers' comments.

2. Overview of assignment

The aim of the survey is to achieve a total of 3,215 interviews across the UK. Within this, we are aiming to achieve 500 interviews in Scotland and 500 interviews in Northern Ireland.

The survey uses a random probability sampling method. This is the same method used on most major government surveys (e.g. British Crime Survey, Taking Part). Each interviewer has been provided with a list of randomly pre-selected addresses, taken from the Post Office Address File (PAF).

As with all surveys of this nature, we want to maximise the response rate. We are aiming for a minimum of 55%, regardless of which country you are interviewing in. We are offering respondents an incentive to take part – they receive a £10 high street gift voucher on completion of the interview.

Please refer to your offer of work e-mails for fieldwork dates. The assignment size varies with the expected interview length, although all assignments will be issued with **25 addresses**.

- In England and Wales (**FOOD12EW**) the interview length will be 45 minutes and the assignment should take 5.75 days.
- In Scotland (**FOOD12S**) the interview length will be 60 minutes and the assignment should take 6.5 days.
- In Northern Ireland (**FOOD12NI**) the interview length will be 60 minutes and you should refer to your offer of work e-mail from MB Ulster for the expected assignment length.

The proportion of deadwood addresses will vary for each assignment, depending on the area and the country you are working in. The overall deadwood rate for the survey is projected to be 8-10%.

The aim for each assignment will be to achieve interviews at these addresses by randomly selecting **one adult aged 16 or over** from within the household to take part in the survey.

As with all surveys of adults aged 16 or over, if you want to conduct an interview with a **respondent aged 16 or 17** who is living with their parents, parental consent will have to be obtained. **Written consent** is necessary in these instances and there is a section in the contact sheet for a parent/guardian to print and sign their name.

Addresses (and dwelling units/individuals, once selected) **cannot be replaced**.

A typical assignment could be composed as follows:

- Total number of addresses = 25
- Deadwood addresses = 2
- Effective addresses = 23
- Response rate = 55%
- Number of interviews (23 x 55%) = 13

You will need to make a **minimum of six calls** to an address before coding a final non-contact outcome code. Calls counted towards these six must be on different days and at different times of the day. At least **three** must be made on a weekday evening (after 6pm) or at the weekend. There is no maximum limit on the number of times you can call at an address – you are free to keep working as long as you think there is a chance of contact.

As with all surveys of this nature, where you have pre-selected addresses, it is important to look through them in advance of starting work, and sort out a sensible plan. Sort the addresses into manageable groups, and plan your fieldwork carefully.

You must fully work and code a final outcome at every address.

3. What you should have

All interviewers should have the following in their work pack:

- 1 x Master advance letter (laminated)
- 5 x Advance letter copies
- 1 x Assignment sheet
- 25 x Address Contact Sheets
- 25 x advance letters (with pre-printed addresses)
- 25 x pre-paid envelopes to send advance letters in
- 1 x Interviewer Instructions
- 1 x CD (includes video briefing and multimedia)
- 1 x Showcard set A-G (no showcard C or D for England/Wales)
- 1 x paper copy of questionnaire
- 1 x Area map
- 12 x Appointment cards
- 20 x Calling cards
- 1 x Final slip
- 5 x Return Slips
- 2 x Police Forms
- 1 x Results Summary Sheet (area code specific)
- 15 x Social Research Leaflets
- 1 x Confirmation of vouchers received book
- 13 x £10 High street vouchers
- 13 x Survey gift enclosed envelopes
- 1 x Pay chart
- 1 x C5 return envelopes
- 6 x C4 return envelope

Those working in Wales should have in addition:

- 25 x advance letters in the Welsh language (with pre-printed addresses)
- 5 x Advance letter copies in Welsh
- 1 x Welsh master advance letter

Those working in Scotland or Northern Ireland should have in addition:

- 2 x set of 5 small food group labels (shufflecards) for use with the Eatwell Plate (Showcard C)

Each of the selected households will be sent an advance letter. **You will need to send the advance letters out yourself**, and should aim to send them out a couple of days before you start making calls. We are also providing you with spare copies of the letter for use on the doorstep if needed.

If anything is missing from your work pack or you need any replacement documents, please contact the Manchester office (MB Ulster if you are working in Northern Ireland) as soon as possible.

4. Handling & Disposal of Project Materials

As part of our commitment to Information Security (which covers personal, confidential and sensitive information), it is your responsibility to ensure that all project materials are handled securely whilst you are working on projects for Kantar Operations/MB Ulster. These materials include (where applicable):

- Interviewer instructions - contain sensitive information
- Prompt materials - contain sensitive information
- Contact sheets - contain personal information

Whilst working on this project, please ensure survey materials are kept securely as the loss of any document, particularly those containing personal information, could pose a serious risk to our business (e.g. do not leave project materials in cars).

Once you have received confirmation that a survey has finished, interviewer instructions and prompt materials should be thrown away securely (i.e. shredded) and all CDs must be destroyed, either by breaking them in half or scratching them.

Contact sheets should be returned as per survey specific instructions.

5. Getting your questionnaire

This survey is a DMRI survey and your questionnaire will be available in your mailbox on Monday 19th March 2012.

If you are working in **England or Wales**, the name of the questionnaire which should be in your mailbox is **FOOD12EW**.

If you are working in **Scotland**, the name of the questionnaire which should be in your mailbox is **FOOD12S**.

If you are working in **Northern Ireland**, the name of the questionnaire which should be in your mailbox is **FOOD12NI**.

Please ensure you pick up the correct survey for the country which you are working in. If you have problems getting the questionnaire, wait 10 minutes and try again a few times more. Please refer to the DMRI user guide for further instructions. If problems persist, please call the CAPI Helpline.

6. Before you start

You should read these instructions carefully and watch the accompanying video briefing. You must do at least **2 practice interviews** with the main questionnaire before starting your assignment.

Before you start working in your area you must notify the police. Hand in a copy of the Police Form and a copy of the advance letter addressed from the FSA. Please attempt to have this police form signed, dated and stamped at the station and let the office know if this has not been possible.

In addition, before heading out you should ensure that your computer batteries are fully charged. If you have a spare battery, you should charge it and take it along as well.

7. Doorstep procedure

a) Who to interview

For this study, we are interested in interviewing people aged 16 or over. There is no upper age limit.

If you randomly select a young adult aged 16 or 17 to interview who lives with their parents, you need to ensure that the parents give their consent (written).

For people with limited English you may use one of the other people in the household to translate as long as they are aged over 11. In Wales we are offering respondents the option of doing an interview in Welsh. If a respondent wishes to do a Welsh interview take down their details and pass these on to head office who will arrange for a Welsh speaking interviewer to call back.

b) Introducing the survey

The interviewers that took part in the pilot stage of this survey reported that the general doorstep reaction to the survey was fairly positive, with no-one put off by the topic of the survey.

When talking to respondents about the Food Standards Agency please always use the full name and do not refer to “the FSA”, as feedback from the pilot was that some respondents thought of the Financial Services Authority and others did not recognise the acronym.

Based on the feedback received, the suggested introduction for the main survey is:

INTRODUCTION

Good morning/afternoon/evening. My name is working for Kantar Operations on behalf of TNS BMRB, an independent research company.

We are carrying out a major national study for the Food Standards Agency, looking at how people buy, prepare and store food at home.

Would you be happy to participate?”

If you are working in Northern Ireland, you should refer to Millward Brown Ulster.

As with most surveys you don't need to stick to this verbatim but you should use it as a basis for your introduction. It may also be useful to reassure respondents everything that they say will be treated in the strictest confidence.

The interview should take around 45 minutes (60 minutes in Scotland and Northern Ireland). Some interviews will be longer or shorter, depending on how the respondent answers the questions. If potential respondents ask about the interview length please use these estimates.

c) Respondents that work in the catering industry

If you happen to interview a respondent who works in the catering industry please ensure that the respondent answers the questions in relation to what they do at home rather than at work. It may be necessary to remind respondents of this throughout the questionnaire.

8. The Address Contact Sheet (ACS)

This survey will use **paper contact sheets**. Below is a summary of the main stages you need to go through to complete these. For a more comprehensive overview of how to complete address contact sheets, you can refer to your British Crime Survey manual (or random probability manual, if you work in Northern Ireland).

Confirm address eligibility

You will need to establish whether the address is traceable, residential, and occupied as a main residence.

Record number of dwelling units

In most cases there will only be one dwelling unit at an address. If there is more than one dwelling unit (e.g. a house split into flats) you will need to select one.

In these cases you should list all of the dwelling units in a convenient order (e.g. numerically, alphabetical, top to bottom). You should include occupied AND unoccupied dwelling units. Having listed the dwellings on the Address Contact Sheet you will need to select one of the dwellings at which to interview using the selection box on the front of the Address Contact Sheet.

If an unoccupied dwelling unit is selected, just use the appropriate outcome code and move onto your next address. Do not try to change the dwelling unit once it has been selected.

Record number of eligible adults

A person must be aged 16+ to be eligible for the survey. If there is only one person living at an address, they are the person you should attempt to interview – no person selection will be needed.

In households where there is more than one person aged 16+, you will be asked to list all of the eligible household members (in alphabetical order). As with the dwelling unit selection, having listed the adults on the Address Contact Sheet you will need to select one of the adults to interview using the selection box on the front of the Address Contact Sheet. You are not allowed to change the person once they have been selected.

Gain parental permission (16/17 year old respondents only)

If the selected respondent is aged 18 or over, no parental permission is required. If the selected respondent is aged 16 or 17 and living with a parent or guardian you need to obtain parental permission before approaching the respondent for interview.

If a parent or guardian is unavailable at the time of your call, you will need to visit again at a later time/date to obtain permission before proceeding with an interview.

If you are able to obtain parental permission you need to write in the name of the person giving permission and record their relationship to the respondent in Section 6 of your ACS.

Calls record and final outcomes

On the front page, there is the usual calls/visit record. Please record all contacts or attempts to contact the address in the visit record table (you can continue in Section 10 if you make more than 10 calls/visits).

This section will help you make sure that you try to contact the address or respondent at different times of day and days of the week. It will also help, if we need to re-issue the address, as it will provide another interviewer with details of the best times to call.

Please also enter any further details which will help both yourself and any other interviewer working on this contact alongside the visit outcome code. Please note the time should be indicated using the 24 hour clock. This means, for example, 20.15 NOT 8.15pm.

For each call you should record a Call Status Code as a summary measure. The codes are as follows:

- A. Deadwood/Ineligible
- B. Selection NOT done - No contact at Address/with Household (general call back to be made)
- C. Selection NOT done - Contact with Household (general call back to be made)
- D. Selection done - No Contact with Household (general call back to be made)
- E. Selection done - Contact with Household but No Contact with Selected Respondent (general call back)
- F. Selection done - Contact with Respondent but unavailable (general call back to be made)
- G. Selection done - Personal refusal by Respondent
- H. Proxy or Household Refusal (all information refused)
- I. Selection done - Appointment made with Respondent to conduct interview
- J. Selection done - Interviewing done
- K. Other

When you have a final outcome, you need to record this in Section 7 of your ACS.

There are also 3 interim codes in use on this project:

- When you've made your first call at an address, please report **code 22**. This will let us know that you've started your assignment.
- If you want to hold onto your contact sheet after you have made the minimum of 6 calls because you think there's a good chance of making contact, let us know using interim **code 25**.
- The final interim code is **code 27**. This is to let us know that you have arranged an appointment to conduct the interview.

Refusals

Section 8 is used for cases with outcome codes 17, 31, 36, 37 and 38, where you have had either a 'soft' or 'hard refusal' from the respondent, someone on their behalf or just from the household (i.e. respondent not selected). Please record the reason at R1. You cannot enter "Don't know" so you must try and give reasons why a refusal was given by the respondent.

R2 is used to determine how likely it is that the respondent will co-operate in the future. This can be used for your own reference, as well as being collected for analysis purposes. It will also be useful to help the office decide whether to get a different interviewer to see if they can persuade this respondent.

Notes section and reissue information

As with all surveys of this nature, if you do not manage to get an interview, please enter at Section 9 as much information as possible about why e.g. expanding on reasons for refusal in Section 8, in order to help an interviewer who may be re-issued with the same address.

Please also enter further details of the reason for other types of non-response, such as non-contact. For example, if you are unable to get an interview because the selected respondent is away in hospital or on business, enter the date they are expected to return. If you are working on a re-issued address that you really think should not have been re-issued and you think it would be inappropriate to return, call the Interviewer Support Line to discuss it.

The reissue section is for interviewers working on re-issued addresses to record their name, interviewer number, the total number of visits they made at the address and the date of their final visit. If you are working on re-issued addresses it is important that this information is recorded completely and accurately so that you can report this information electronically when you are finished with the contact.

9. Field administration

a) Conducting the interview

Before beginning the interview, you should try to ensure that you are in a quiet place and have the chance to sit down with your laptop.

For the whole interview, you will have to read the question aloud. An on-screen instruction at each question will indicate whether the respondent should look at a show card or not. The use of show cards is fairly limited in this survey – most of the prompts refer to showing the screen or not.

Please note that there are a number of questions which we would like you to ask spontaneously. When asking these questions please do not read out the answer codes and make sure that respondents cannot see the screen of the CAPI machine.

Please only show the screen when prompted to.

b) Hidden Don't Know and Refused options

For most questions, especially where it is a show screen, you will not see a “don't know” or “refused” option. However, if you click continue, instead of clicking a response, you will find that new options appear at the bottom of the list allowing you to continue. You can then select the option you need and continue as normal. Only select the “don't know” or “refused” codes if the respondent is adamant that they cannot give another answer.

c) Topics

It is important to not tell the respondent what exactly the questionnaire will cover as we do not want their responses to be influenced by what they think they **should** say.

- In all cases you should read the question exactly as it appears on the questionnaire taking care not to add or miss out any words.
- Where answer codes appear in brackets these should NOT be offered to respondents but should be used ONLY in cases where respondents spontaneously offer that answer.
- Unless directed otherwise, you should not seek to ‘probe’ to obtain an answer if the respondent says ‘Don't know’ or refuses to answer. This answer should simply be recorded.

d) Terms which are hard to understand

There are a few terms used in the survey that respondents may have difficulty understanding. Please use the following definitions:

DEFINITIONS of terms	
Dairy	Food produced from milk e.g. cheese or yoghurt
Poultry	Birds such as chicken or turkey that are raised for their eggs or meat
Shellfish	e.g. clams, crab, crayfish, lobster, oysters, prawns, mussels

There are a couple of questions where we ask respondents to think about fish which does not include shellfish; you may need to provide the definition of shellfish to respondents at these questions to make sure that they answer the question correctly.

e) Further information

There may be interest from some respondents in knowing the 'right' answers to questions or interest in further food safety information. If respondents ask you for further information you can give them the following details at the end of the interview:

Website: www.food.gov.uk

Helpline: 020 7276 8829

Email: helpline@foodstandards.gsi.gov.uk

f) The questionnaire

The questionnaire covers 7 core sections for all interviews in the UK, with an extra Healthy eating section for interviews in Scotland and Northern Ireland:

- 1) Household information
- 2) Eating habits
- 3) Shopping
- 4) Food safety
- 5) Food production
- 6) Health
- 7) Healthy eating (Scotland and Northern Ireland only)
- 8) Demographics

Please note that the question numbers in the questionnaire are not always in order, as some of the questions have been moved from their position in the first wave.

Section 1 – Household information

The very first section includes questions about the household composition using a household grid, collecting the name, date of birth, gender, their relationship to the respondent and their working status. These questions affect some of the routing in the demographics section at the end of the interview.

Please note that if someone refuses or does not know the date of birth or exact age, you can click continue and other questions will appear allowing the respondent to give the age in a banded group. If the respondent still cannot or does not want to provide an answer, do not ask them or let them provide an estimate, instead code this as “don’t know” or “refused”.

Section 2 – Eating Habits

This section is about the respondent’s eating habits in and out of the home and takes about 10 minutes on average to complete. The topics covered are:

- Opinions towards food and cooking in general
- Eating habits
- Eating out
- The Food Hygiene Rating Scheme (FHRS) / Food Hygiene Information Scheme (FHIS)

More detail on all of these topics is provided below.

Q7.1 aims to determine whether people’s eating habits/diets are restricted (for instance by allergies, ethical or religious views or whether they are on a particular diet). Some later questions focus on specific types of food (for instance, there are some questions specifically about meat) so it may be useful to remember what respondents answered here so you can administer these questions sensitively. We would still like you to ask all of these questions to respondents as far as possible, as although their diet is restricted they may prepare food for others in their household.

Q2.7a-c: These questions ask respondents to think back over the last 7 days, if they are having difficulty answering, ask them to think back to each day in turn.

Q2.33/Q2.34/Q2.35

When asking question 2.33 give respondents the show card with the definition of “eating out” – showcard A. To ensure that respondents understand what we mean by “eating out” read out the definition at the same time as you give the respondent the show card to read. Make sure that respondents have understood the definition before continuing. Please note that schemes like “meals on wheels” should not be counted as eating out.

Let respondents hold onto the show card whilst you ask questions 2.34, 2.35 and 2.37 as they may need to refer back to the definition on the card. If respondents have difficulty answering any of these questions then go back through the definition of eating out with them again.

Please note that at these questions this show card is not being used to present a list of possible answers to the respondent, instead it is just there to allow respondents to re-read the definition of ‘eating out’.

Show card A**Eating out includes:**

- Eating in a restaurant
- Eating in a pub
- Eating in a café or coffee shop
- Buying food or drink from a café, coffee shop or sandwich bar to take away
- Eating fast food e.g. McDonalds, KFC, kebab shops
- Eating food from a work canteen
- Eating food from a cinema, bowling alley, theme park or other leisure facility
- Eating takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)

Q2.37/Q2.38

Make sure respondents are thinking about places where they buy food to take home to eat (e.g. supermarkets and corner shops) as well as places where they might eat out.

Q2.39

If necessary remind respondents once again what we mean by “eating out”, it may be helpful to give them show card A to look at once again.

Q12.1-Q12.5

The Food Standards Agency, in partnership with local authorities, is introducing the national Food Hygiene Rating Scheme in England, Wales and Northern Ireland, and the Food Hygiene Information Scheme in Scotland. These schemes are currently being rolled out and are not currently used in all areas. These schemes rate the hygiene standards of food establishments, such as restaurants, pubs and takeaways and make this information accessible to consumers via stickers/certificates displayed at the establishment and on a ratings website. There have also been a number of similar local schemes (e.g. Scores on the Doors) in operation prior to the national scheme, and some are still operating in some areas. Please use the description on screen of the scheme rather than trying to explain it in your own words.

At Q12.1 respondents are shown example images of the stickers and certificates from these schemes which food establishments may have on display, they are asked whether they have seen these images before.

When asking Q12.2 do not show respondents the list of codes, if the answer the respondent gives you does not fit into any of the existing codes then write the answer in as an “other”.

Please note that we are asking Q12.3 to all respondents, even those that have not recognised any of the images at Q12.1. This is because the images shown at Q12.1 are only from three schemes and there are also a number of other schemes which respondents may have used.

Section 3 – Food Shopping

This section focuses on how people do their food shopping. It should take on average about 2 minutes for respondents to answer these questions. The topics cover whether the respondent is responsible for the food shopping in the household, where people shop and if they use internet shopping at all, and how often they do grocery shopping. There are also questions about the prices of products and whether people have changed their shopping behaviour for financial reasons.

Section 4 – Food safety

This section looks at food safety. It is the longest module of the questionnaire and people should take about 20 minutes to complete it on average.

Q4.1

This list of statements is quite long, but is very straightforward and respondents should not have any problems answering it.

If when you are asking about washing fruit and vegetables respondents state that they only buy vegetable or fruit which does not need to be washed, code “Not Applicable” as the answer. Examples of fruit and vegetables which do not need to be washed include:

- Pre-packed / prepared salad, fruit, etc.
- Tinned fruit
- Fruit or vegetables which are only eaten peeled

Q4.1a This question should be asked spontaneously – do not read out or show the answer codes to respondents. If a respondent says “It varies” or states “every time I cook” ask them to give a more general answer in relation to time.

When asking respondents how often they change the dishcloths or sponges they use for washing up or cleaning their kitchen you may need to let respondents know that this includes both replacing them with new ones and thoroughly washing them.

Q4.1b/Q4.1c Probe for multiple answers at 4.1b, ask respondents whether the way in which they defrost food changes if they are in a rush or if they forgot to take something out of the freezer. Q4.1c is single coded. Here we are interested in the method people *usually* use to defrost food.

Q4.3 This is a question which is asked spontaneously. When respondents give their answers please take your time and try to code it in the most similar existing code. Please only enter answers as “others” if they are completely different from all of the precodes.

Q4.8c If respondents do not understand what a “hob” is, use the following prompt: “A hob is the flat top part of a cooking stove, or a separate flat surface, containing hotplates or burners”.

Q4.14-4.15 These questions are about refrigerating meat and fish. These questions may seem slightly odd to vegetarians/vegans, however, they may still store meat and fish and prepare food for other people, or other people in the household may have these items in the fridge, so it is important to ask these questions as there may be the potential for cross contamination. For instance, it is possible that bacteria or germs from meat may come into contact with vegetables.

Q4.18 Ask this question spontaneously – do not read out or show the list of codes. If respondents state “date” probe “which kind of date?”, only code the answer as “date unspecified” if they are unable to tell you whether they mean the best before, use by or sell by date. If respondents say “expiry date” and are unable to clarify whether they mean the “use by”, “best before” or “sell by” date, code the answer given as “Date unspecified”.

It is **very important** that you do not explain what these different dates mean to respondents as the following questions asks respondents about these and we do not want to influence their responses.

Q4.23a-Q4.25 These questions should all be asked spontaneously – do not read out or show the list of codes. If respondents have difficulty answering these questions ask them to think back to the last time they were in these situations. If respondents say that they “smell” or “look” at the food please probe for an answer in a suitable format.

Q11.6

If respondents state that they use things which are past their use by dates because they are frozen ask them to imagine if they were fresh.

Q11.8b and 11.8c

Question 11.8b asks respondents to select from a list where they get information about how to prepare and cook food safely at home. At question 11.8c respondents are asked where they would look for information on how to prepare and cook food safely at home in the future if they decided to look for more information.

Section 5 – Food production

This section is about the way in which food is produced and should take about four minutes.

Q8.3-8.5

Please do not explain what any of these technologies are to respondents, we are interested in finding out whether they have heard of them and what they thought about them before the interview and we do not want to influence their answers.

Q11.3

This question asks respondents how concerned they are about a range of different issues Please do not explain to respondents what any of the terms used at this question mean, if they are unable to understand the question then please select the “don’t know” code.

Section 6 – Health

This is a very short section which just asks respondents about their general health, their eyesight and any disabilities that they may have.

Section 7 – Healthy eating (ONLY APPLICABLE IF WORKING IN SCOTLAND OR NORTHERN IRELAND)

This section makes up approximately 15 minutes of the interview and covers a variety of topics, including:

- Opinions towards food and cooking generally
- Knowledge of healthy eating
- Eating habits

H2.10-H2.13, H2.17, H2.25-H2.32

These assess knowledge so it is very important not to help or guide the respondent. If they ask for help, please just tell them to give their opinion or best guess. If the respondent says “I don’t know” for these knowledge questions, please code as “Don’t know” and do not probe for an answer as you would usually.

H2.12

This question asks whether a respondent has had a portion of fruit juice yesterday. At this question we can only count fruit juice once. If they specifically tell you that they had a smoothie that they know counts as more than one portion, please include the additional portions at H2.13 where we ask about consumption of portions of fruit.

H2.17

When asking this question you need to present respondents with the showcard which has the Eatwell plate on it. Respondents should also be given cards with different food groups written on them. Respondents need to place each card on a separate part of the plate to show how much of each food should be eaten in a day as part of a recommended balanced diet. Please take your time explaining this exercise and ensure that respondents understand what is being asked of them. Please make sure that you shuffle these cards between interviews to randomise their order.

H2.19

This question refers to the last 6 months – if respondents start to talk about another time period, please remind them that we are only asking about changes within that time period.

H2.28

This question asks what amount of the daily maximum of fat per day should be saturated fat. It is possible respondents will give this as a fraction. If they do, please calculate the number of grams out of the total guideline daily amount. For example, if a respondent says a quarter, and we are asking about men, you would need to divide 95g (the maximum daily amount of fat) by 4 which is approximately 24 grams. You would enter 24 grams in this case.

Section 8 – Demographics

This section should take around 8 minutes to go through and is made up of fairly standard demographic questions, most of which should not pose a problem. Instructions for specific questions are as follows:

Q7.10-7.12

These questions ask about the job that the respondent (or the household reference person) does – please record as much detail as you can at these questions.

Q7.18-7.21

These questions are about income (at the respondent and household level) so make sure you approach these in a sensitive way as some people do not like to be asked for this information.

Q7.30-7.31

There are two recontact questions at the end of the survey. After you have asked these you will need to collect the name, address and telephone numbers of respondents for quality checking purposes.

Ending the interview

At the end of each interview please do not forget to:

- Thank the respondent for their time and help
- Remind them about the confidentiality of everything you have discussed
- Remember to give the £10 incentive to the respondent and ensure that they sign the receipt

g) Incentives

There is an incentive of £10 in high street vouchers which you should give to the respondent once they complete the interview.

The respondent must complete and sign the incentive receipt book.

You have been issued with 13 incentive vouchers per sample point. If you realise you are going to complete more than 13 interviews, please request additional vouchers from the Manchester office (or MB Ulster if in Northern Ireland).

Any unused incentives should be returned to the office with your return of work.

10. Respondent queries

If a respondent has any queries about the survey, or if they want any further information, please direct them to the telephone number and e-mail address on the advance letter.

If a respondent would like the 'right' answers to the food safety questions or expresses an interest in obtaining further food safety information, please direct them to the FSA using the contact details in Section 9e.

11. Results summary sheet

In your workpack you should find a Results Summary Sheet. This document is for you to record the final outcome that you achieve at each address and the date these were reported electronically. You should also record the date the Address Contact Sheet was posted to the Warwick Office (or MB Ulster office). There is also a space for you to make note of any comments you may have about each address.

We need you to keep this form at home in a safe place as we may need to ask you for information about your addresses after you have returned them to the office (i.e. if contact sheets are lost in the post).

12. Reporting

We will be using an electronic reporting system for reporting outcomes. You **MUST** report daily, any final outcomes achieved. **EACH FINAL OUTCOME MUST ONLY BE REPORTED ONCE.**

As well as the final outcome you must also report electronically the date of final visit to each address and the number of calls made.

All entered information will then be returned to TNS BMRB electronically once you connect up your modem and carry out an upload/download.

Please check carefully to ensure that you have reported the correct outcome.

All information that is being reported is crucial information needed throughout the survey to enable us to monitor the progress of fieldwork.

If you are having any problems with your assignment or have 3 refusals, please call your field co-ordinator **IMMEDIATELY** for advice.

13. Return of work

All **CAPI questionnaires** should be returned as usual via your modem, overnight. It is VITAL that you also complete a dayrec, including how many hours you have worked that day. A dayrec should be completed each time you work on the survey, even if you have not completed any interviews but spent all your day trying to make contact at the addresses.

Each time you achieve a final outcome at an address, you must send back an **electronic report** of that final outcome.

Please return paper contact sheets as final outcomes are achieved and reported. These need to be sent along with a return slip to the Warwick/MB Ulster Office in the pre-paid envelopes provided. **Before returning contact sheets, please check the final outcome details have been noted on your Results Summary Sheet.**

When you return your last batch of contact sheets, please include the final sheet to indicate that you have returned all your contact sheets and your assignment is completed.

PLEASE KEEP HOLD OF ALL FIELDWORK DOCUMENTS, AS YOU MAY NEED TO USE THEM IF YOU ARE ASKED TO WORK ON RE-ISSUES.

14. Fieldwork dates

Fieldwork starts on Wednesday 21st March 2012. Please check your work offer email for end dates.

15. Further queries

If you have any questions about the survey and are unsure about how to organise your assignment you should contact your area office in the normal way.

All the best with your assignment.

Thank you.

6.3 Address Contact Sheet

Address

SELECTION BOX

Number of DUs/16+	2	3	4	5	6	7	8	9	10	11	12
Select											

Selected Respondent
(title, first name, surname)

Telephone number

Police station

Area Code

Screen Number

Serial

Check sum

Interviewer ID

--	--	--	--

Interviewer Name

Final Outcome

Original Issue

1st Reissue

2nd Reissue

3rd Reissue

CALLS RECORD - All visits to HH and Call Status Code to be updated after each visit

Call No	Day of Week	Date		Month	Issue 0=Orig 1=1st RI	Time (24 hr)		Comments	Call Status Code (A-K)
		01 - 31	01 - 12			00 - 23	00 - 59		

(Note all contacts and attempts to contact household & respondent in person or by phone, even if no reply)

1							:			
2							:			
3							:			
4							:			
5							:			
6							:			
7							:			
8							:			
9							:			
10							:			

Please record any additional visits above 10 on the Additional Calls Record page

CALL STATUS CODES

- A. Deadwood/Ineligible
- B. Selection NOT done - No contact at Address/with Household (general call back to be made)
- C. Selection NOT done - Contact with Household (general call back to be made)
- D. Selection done - No Contact with Household (general call back to be made)
- E. Selection done - Contact with Household but No Contact with Selected Respondent (general call back)
- F. Selection done - Contact with Respondent but unavailable (general call back to be made)
- G. Selection done - Personal refusal by Respondent
- H. Proxy or Household Refusal (all information refused)
- I. Selection done - Appointment made with Respondent to conduct interview
- J. Selection done - Interviewing done
- K. Other

DO NOT REISSUE

If you believe there is a reason NOT to reissue this address please place an 'X' in the box and give your reasons for this in the Notes Page.

How to complete the Front Page of the Address Contact Sheet

- Please complete your **interviewer name/ID** details and the **Police station registered** at (original assignments only – reissue interviewers should complete their details in Section 10)
- Complete your **Final Outcome** achievement in the space provided, as well as coding it in Section 7 according to the relevant issue stage
- If you indicate that an **address should not be reissued** you will need to provide details to support this on the Notes Page, as usual
- **Calls Record** grid:
 - Record the **time, day, date** and **month** of each visit
 - The **Issue** column should be completed to **indicate which issue stage each call was made under** – so all Original visits should have an Issue number 0, visits on 1st Reissue serials should have an Issue number of 1, visits on 2nd Reissue serials should have an Issue number of 2 and so on
 - Please specify a '**Call Status Code**' for every visit you log on the Calls Record by **entering the A-K code** in the Call Status Code column – the list of valid 'Call Status Codes' are:

A. Deadwood/Ineligible

B. Selection NOT done - No contact at Address/with Household (general call back to be made if not already established final outcome)*

C. Selection NOT done - Contact with Household (general call back to be made if not already established final outcome)*

D. Selection done - No Contact with Household (general call back to be made if not already established final outcome)*

E. Selection done - Contact with Household but No Contact with Selected Respondent (general call back to be made if not already established final outcome)*

F. Selection done - Contact with Respondent but unavailable (general call back to be made if not already established final outcome)*

G. Selection done - Personal refusal by Respondent

H. Proxy or Household Refusal (all information refused)

I. Selection done - Appointment made with Respondent to conduct interview

J. Selection done - Interviewing done

K. Other

** If you have achieved a final outcome code for the serial on a particular visit then you will obviously not need to make a 'general call back' but will still need to enter the relevant Call Status Code for the visit*

- Please note that you should **still be reporting a Final Outcome Code** for each serial - the '**Call Status Codes**' **do not replace the Final Outcome codes** in Section 7

-
-
-
- Thank you

• CAPINAME

Area Code

Serial Number

Screen Number

1. Establish whether address is eligible

C1. IS ADDRESS TRACEABLE, RESIDENTIAL AND OCCUPIED AS A MAIN RESIDENCE?

Yes	A	GO TO C2
No	B	CODE FINAL OUTCOME AT SECTION 7 (Codes 1-13) <ul style="list-style-type: none"> REMEMBER TO COMPLETE SECTION 9 IF VACANT/NOT OCCUPIED (Code 3)

IF 'YES' AT C1

2. Establish number of Dwelling Units (DUs) occupied

C2. Make contact with any adult at address

IF NECESSARY, ASK: Can I just check, is this (house/bungalow) occupied as a single dwelling or is it split into flats or bed-sits?

WRITE IN: TOTAL NO. OF OCCUPIED DWELLING UNITS AT ADDRESS...

e.g.:

...AND CODE: NO. OF OCCUPIED DWELLING UNITS

1 only	A	GO TO C4
2 or more	B	GO TO C3a
If no contact made with any adult or information refused	C	CODE OUTCOME AT SECTION 7 (CODE 16 or 17)

3. Multi-DU addresses – select one DU for interview

C3a. IF 2 OR MORE OCCUPIED UNITS, LIST ALL IN GRID BELOW (continue on separate sheet if necessary):

- in flat/room number order OR
- from bottom to top of building, left to right, front to back (SEE INSTRUCTIONS FOR MORE DETAILS)

OCCUPIED UNIT	DWELLING NO	OCCUPIED UNIT	DWELLING NO
	1		5
	2		6
	3		7
	4		8

C3b. LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT DWELLING UNIT FOR INTERVIEW

- “No. of DUs/people” row – Find number corresponding to total number of dwelling units
- “SELECT” row – number beneath total number of dwelling units is SELECTED DWELLING UNIT.
- RING ON GRID ABOVE.

ENTER DWELLING NO. OF SELECTED DWELLING UNIT:

RECORD FLAT OR ROOM NUMBER/DETAILS OF LOCATION OF SELECTED UNIT BELOW:

4. Establish number of eligible persons at (selected) DU

C4. CONTACT RESPONSIBLE ADULT AT DWELLING UNIT AND INTRODUCE SURVEY

Good morning/afternoon/evening. My name is working for Kantar Operations on behalf of TNS BMRB, an independent research company. We are carrying out a major national study for the Food Standards Agency, looking at how people buy, prepare and store food at home.

You should have received a letter about this survey from TNS BMRB explaining that we would be contacting you.

WRITE IN: NUMBER OF PEOPLE AGED 16+ (e.g. TWO = 2)

...AND CODE: NO. OF PERSONS ELIGIBLE

1 only	A	GO TO C6
2 or more	B	GO TO C5a
If no. of persons in household not obtained	C	CODE OUTCOME AT SECTION 7 (CODE 16 or 17)

5. Select one person for interview

C5a. ASK FOR FIRST NAME OR INITIALS OF EACH PERSON AGED 16+. LIST IN ALPHABETICAL ORDER IN GRID BELOW

FIRST NAME OR INITIAL	PERSON NUMBER	FIRST NAME OR INITIAL	PERSON NUMBER
	1		6
	2		7
	3		8
	4		9
	5		10

LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT PERSON FOR INTERVIEW.

- “No. of DUs/people” row - Find number corresponding to total number of persons
- “SELECT” row - number beneath total number of dwelling units is SELECTED PERSON.
- RING ON GRID ABOVE.

ENTER “PERSON NUMBER” OF SELECTED PERSON

C5b. Is selected person aged 16 or 17 AND living with parents? (circle code)

Yes	1	GO TO C6a
No	2	ENTER NAME OF SELECTED RESPONDENT AND, IF POSSIBLE, TELEPHONE NUMBER ON FRONT PAGE. ATTEMPT INTERVIEW OR RECORD APPOINTMENT TIME ON FRONT PAGE

6. Parental/guardian permission

C6a • ASK PARENT/GUARDIAN FOR CONSENT AND ASK THEM TO SIGN IN THE BOX BELOW BEFORE APPROACHING THE RESPONDENT FOR INTERVIEW

PARENTAL PERMISSION

The nature and purpose of the research has been explained to me and as the parent or guardian of

..... (enter name of child), I give permission for him/her to be approached to take part in the survey.

Signature Print Name

Relationship to child Date

•
• **C6b** • HAS PARENTAL PERMISSION BEEN OBTAINED?

Yes	A	RECORD NAME OF SELECTED PERSON ON FRONT PAGE OF CONTACT SHEET AND ATTEMPT INTERVIEW
No – parent(s) not contacted	B	CODE OUTCOME AT SECTION 7 (CODE 33)
No - parents(s) refused	C	CODE OUTCOME AT SECTION 7 (CODE 34)

7. Final Outcome Code

Please ring relevant outcome codes	Final outcome	For Re-Issues <u>ONLY</u>		
<u>UNKNOWN ELIGIBILITY (if any codes used, record details in Notes Section 9)</u>		1st	2nd	3rd
11. Address not attempted- OFFICE APPROVAL ONLY	11	11	11	11
12. Inaccessible (e.g. health hazard such as foot and mouth or natural disaster such as severe flooding)- OFFICE APPROVAL ONLY	12	12	12	12
13. Unable to locate address	13	13	13	13
<u>ADDRESS INELIGIBLE (DEADWOOD)</u>				
1. Not yet built/under construction	1	1	1	1
2. Derelict / demolished	2	2	2	2
3. Vacant/empty housing unit (record details at 9b on notes page)	3	3	3	3
4. Non-residential address (e.g. business, school, factory) – no private dwellings	4	4	4	4
5. Communal establishment / institution – no private dwellings	5	5	5	5
6. Address residential and occupied but not main residence (e.g. 2 nd or holiday home)	6	6	6	6
10. Other ineligible (record details at 9a on notes page)	10	10	10	10
<u>NO CONTACT</u>				
16. Residential address but no contact with anyone at address / DU (after 6+ calls)	16	16	16	16
18. MULTI-DU ONLY: Contact made at address, but not with selected household	18	18	18	18
19. Contact made at (selected) household, but not with responsible adult	19	19	19	19
33. Selected person needed parental permission but no contact with parent	33	33	33	33
35. Person selected but no contact with selected person (after 6+ calls)	35	35	35	35
<u>REFUSAL (CODE HERE AND THEN GO TO SECTION 8)</u>				
17. Contact made at residential address but information about DU / occupants refused	17	17	17	17
31. Office refusal – OFFICE APPROVAL ONLY	31	31	31	31
34. Selected person needed parental permission but parental permission refused	34	34	34	34
36. Refusal by selected person before interview	36	36	36	36
37. Proxy refusal (other than by parent/guardian of 16 to 17 year old)	37	37	37	37
<u>OTHER UNPRODUCTIVE (CODE HERE AND THEN GO TO SECTION 8)</u>				
38. Contact made with selected respondent but no specific appointment made	38	38	38	38
39. Broken appointment with selected person	39	39	39	39
40. Selected person ill at home during survey period	40	40	40	40
41. Selected person away or in hospital all survey period	41	41	41	41
42. Selected person physically or mentally unable to be interviewed	42	42	42	42
43. Selected person has inadequate English	43	43	43	43
44. Other unproductive	44	44	44	44
22. INTERIM CODE – report when first call made	22	22	22	22
25. INTERIM CODE – report if making more than 6 calls	25	25	25	25
27. INTERIM CODE – report if an appointment has been arranged to conduct the interview	27	27	27	27
<u>PRODUCTIVE OUTCOME</u>				
51. Full interview	51	51	51	51
52. Partial interview	52	52	52	52

Date Electronic Report sent:			Date Electronic Report sent:		
Original	DD	MM	2 nd re-issue	DD	MM
1 st re-issue	DD	MM	3 rd re-issue	DD	MM

Notes Page

9a. Unproductive interviews

For any unproductive interviews, please give us as much information as you can about the reason no interview was obtained. This information will help if the address is re-issued. For example:

- | | |
|---|--|
| <ul style="list-style-type: none">• If refusal, or other unsuccessful, please give full explanation for outcome• Best time to call to get someone in• Any other reasons why you haven't got an interview yet• Information on respondent e.g. disabilities, whether work shifts | <ul style="list-style-type: none">• If the address was difficult to find, any helpful directions and any methods used to find address• If unable to locate address you MUST record methods used to try and find the address. |
|---|--|

REASONS FOR NOT REISSUING: If you have indicated on the front page of the contact sheet that this address should not be reissued please give your reasons here. **If no reasons are given, the address may be reissued.**

9b. Vacant/empty housing unit

For any address you have coded as vacant or empty (outcome code 3) please give as much information about the reasons why you have coded this. For example:

- | | |
|---|---|
| <ul style="list-style-type: none">• Property is boarded up• No furniture or other sign of occupation | <ul style="list-style-type: none">• Neighbour confirmed property is unoccupied• Front garden overgrown |
|---|---|

9c. General Notes - interviewer use

Make a note of anything else that you feel will be useful to *you* while you're working on the assignment or that may be useful to a *reissue interviewer* who may be visiting the address after you

10. Re-issue Information

RE- ISSUE 1	Name of interviewer	Int No.	Total no. calls	Date of final visit
	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 50%; text-align: center;" type="text" value="0"/> <input style="width: 50%; text-align: center;" type="text" value="0"/>	<input style="width: 50%; text-align: center;" type="text" value="D"/> <input style="width: 50%; text-align: center;" type="text" value="D"/> <input style="width: 50%; text-align: center;" type="text" value="M"/> <input style="width: 50%; text-align: center;" type="text" value="M"/>
			(01 - 31)	(01 - 12)
RE- ISSUE 2	Name of interviewer	Int No.	Total no. calls	Date of final visit
	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 50%; text-align: center;" type="text" value="0"/> <input style="width: 50%; text-align: center;" type="text" value="0"/>	<input style="width: 50%; text-align: center;" type="text" value="D"/> <input style="width: 50%; text-align: center;" type="text" value="D"/> <input style="width: 50%; text-align: center;" type="text" value="M"/> <input style="width: 50%; text-align: center;" type="text" value="M"/>
			(01 - 31)	(01 - 12)
RE- ISSUE 3	Name of interviewer	Int No.	Total no. calls	Date of final visit
	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 50%; text-align: center;" type="text" value="0"/> <input style="width: 50%; text-align: center;" type="text" value="0"/>	<input style="width: 50%; text-align: center;" type="text" value="D"/> <input style="width: 50%; text-align: center;" type="text" value="D"/> <input style="width: 50%; text-align: center;" type="text" value="M"/> <input style="width: 50%; text-align: center;" type="text" value="M"/>
			(01 - 31)	(01 - 12)

Record date if second letter sent

<input style="width: 100%;" type="text" value="DD"/>	<input style="width: 100%;" type="text" value="MM"/>
--	--

CALLS RECORD - All visits to HH and Call Status Code to be updated after each visit

Call no	Day of week	Date		Month	Issue 0 = orig 1 = 1 st RI	Time (24hr)				COMMENTS	Call Status Code (A-K)
		01 - 31	01 - 12			00 - 23	:	00 - 59			
11							:				
12							:				
13							:				
14							:				
15							:				
16							:				
17							:				
18							:				
19							:				
20							:				

CALL STATUS CODES:

- A. Deadwood/Ineligible
- B. Selection NOT done - No contact at Address/with Household (general call back to be made)
- C. Selection NOT done - Contact with Household (general call back to be made)
- D. Selection done - No Contact with Household (general call back to be made)
- E. Selection done - Contact with Household but No Contact with Selected Respondent (general call back)
- F. Selection done - Contact with Respondent but unavailable (general call back to be made)
- G. Selection done - Personal refusal by Respondent
- H. Proxy or Household Refusal (all information refused)
- I. Selection done - Appointment made with Respondent to conduct interview
- J. Selection done - Interviewing done
- K. Other

6.4 Advance letter – English

THE 2012 FOOD AND YOU SURVEY

Dear Sir/Madam,

I am writing to ask for your help with the **2012 Food and You Survey**. This is a major national study designed to explore how people buy, prepare and store food, and attitudes to eating in and out of the home.

The Food Standards Agency (FSA), which funds this survey, is responsible for ensuring that food is safe to eat. The survey will play a vital role in helping the FSA provide **safer food for the nation**, for example, to help consider what could be done to reduce the number of food poisoning cases each year.

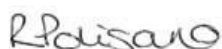
As a thank you for completing the interview we will give those who participate a £10 High Street shopping voucher.

TNS BMRB, an independent research company, has been commissioned to conduct the survey. An interviewer will visit your address in the next few weeks. The interviewer will carry an identification card, which includes their photograph and interviewer identification number.

To ensure that the survey represents all parts of the population it is important to us that your household takes part in the survey. We are only approaching 25 households in your local area and rely on people's voluntary co-operation. Everything you tell the interviewer will be treated in the **strictest confidence**.

For further information, or to arrange an interview, you can ring TNS BMRB on 0800 015 1882 (between 9.30 am and 5pm Monday to Friday). In addition we have also provided answers to some common questions overleaf.

I hope you are willing to take part. Thank you in advance for your help.



Robyn Poliso
Principal Research Officer
Food Standards Agency

FREQUENTLY ASKED QUESTIONS

Why is this survey being carried out?

The Food and You survey explores people's views, attitudes and behaviour towards food issues, including eating habits and food safety. Over 3,000 people across England, Wales, Scotland and Northern Ireland will be interviewed for the survey.

The Food Standards Agency (FSA) provides advice and information to the public and Government on food safety from farm to fork. It also protects consumers through effective food enforcement and monitoring. The FSA bases its decisions and advice on the best evidence available and this survey will be a key source of high quality information on people's views, attitudes and behaviours towards food issues. It will also allow us to see if, and how, these change over time.

What is the survey about?

The survey covers a range of issues on eating habits and food safety. We're interested in your views on food issues and what you do in relation to food.

Who is carrying out the survey?

The survey is being carried out by TNS BMRB, an independent research company. They carry out many surveys for a range of organisations including government departments and local authorities. Interviewers from Kantar Operations will carry out the interviews on behalf of TNS BMRB.

Why has my address been chosen?

Your address has been randomly selected from the Royal Mail's publically available list of residential addresses in the UK. It is important to have a random selection so that the results of the survey reflect the experiences and views of the whole population.

Who will be interviewed?

We would like to interview one member of your household (aged 16 or over). If more than one person lives in your household, the interviewer will select one person at random.

What will happen to the answers I give?

They will be used, in the form of figures and reports, by those interested in food and food safety. An anonymised copy of the results from the survey will be available on the UK Data Archive. When the results of the study are published it will not be possible to tell which person gave which answer.

Will my name be passed on to anyone else?

Your name and address details will be stored securely by TNS BMRB. They will not pass on your details to anybody without your permission and will delete your contact details upon completion of the study unless you specifically agree otherwise.

If I have any other questions?

We hope this answers any questions you may have and emphasises the importance of the survey. If you have any other questions about the survey, please do not hesitate to contact TNS BMRB on 0800 015 1882. Alternatively you can email the FSA at foodandyou@foodstandards.gsi.gov.uk.

6.5 Advance letter – Welsh

YR AROLWG BWYD A CHI 2012

Annwyl Syr / Fadam,

Rydw i'n ysgrifennu i ofyn am eich help gyda'r **Arolwg Bwyd a Chi 2012**. Mae hon yn astudiaeth genedlaethol â'r nod o edrych ar sut mae pobl yn prynu, yn paratoi ac yn storio bwyd, ac agweddau at fwyta yn y cartref ac wrth fwyta allan.

Mae'r Asiantaeth Safonau Bwyd, sy'n ariannu'r arolwg hwn, yn gyfrifol am sicrhau bod bwyd yn ddiogel i'w fwyta. Bydd yr arolwg yn chwarae rôl bwysig wrth helpu'r Asiantaeth Safonau Bwyd i ddarparu **bwyd mwy diogel i'r genedl**, er enghraifft, ein helpu i ystyried beth y gellir ei wneud i leihau'r nifer o achosion o wenwyn bwyd bob blwyddyn.

Er mwyn diolch i chi am gymryd rhan, fe gewch daleb siopa gwerth £10 ar y Stryd Fawr.

Mae TNS BMRB, sef cwmni ymchwil annibynnol, wedi ei gomisiynu i gynnal yr arolwg. Bydd swyddog yn ymweld â'ch cartref i gyfweld â chi yn ystod yr wythnosau nesaf. Bydd yn dangos cerdyn adnabod i chi a fydd yn cynnwys llun ohono/ohoni a rhif adnabod.

I wneud yn swir bod yr arolwg yn gynrychioli yr holl poblogaeth, may yn bwysig i ni bod eich cartref yn gymryd rhan yn yr arolwg. Rydyn yn cysylltu gyda 25 tylwythau yn unig yn eich ardal ac yn hyderu gydweithred gwirfoddol pobl. Bydd unrhyw wybodaeth y byddwch yn ei rhoi yn cael ei thrin **yn gwbl gyfrinachol**.

I gael rhagor o wybodaeth, neu i drefnu cyfweiliad, ffoniwch TNS BMRB ar 0800 015 1882 (rhwng 9.30am a 5pm Dydd Llun i Ddydd Gwener). Yn ogystal, rydym wedi ateb rhai cwestiynau cyffredin ar y dudalen nesaf.

Rwy'n gobeithio y byddwch chi'n awyddus i gymryd rhan. Diolch yn fawr i chi ymlaen llaw am eich help.



Robyn Poliso
Prif Swyddog Ymchwil
Asiantaeth Safonau Bwyd

CWESTIYNAU CYFFREDIN

Pam mae'r arolwg hwn yn cael ei gynnal?

Mae'r arolwg Bwyd a Chi yn edrych ar safbwyntiau, agweddau ac ymddygiad pobl tuag at faterion yn ymwneud â bwyd, gan gynnwys arferion bwyta a diogelwch bwyd. Bydd dros 3,000 o bobl ledled Cymru, Lloegr, yr Alban a Gogledd Iwerddon yn cael eu cyfweld ar gyfer yr arolwg.

Mae'r Asiantaeth Safonau Bwyd yn rhoi cyngor a gwybodaeth i'r cyhoedd a'r Llywodraeth ar ddiogelwch bwyd, a hynny o'r fferm i'r fforc. Mae hefyd yn amddiffyn defnyddwyr drwy fonito a gorfodi bwyd effeithiol. Mae'r Asiantaeth yn seilio ei phenderfyniadau a'i chyngor ar y dystiolaeth orau sydd ar gael, a bydd yr arolwg hwn yn ffynhonnell allweddol o wybodaeth o ansawdd uchel am safbwyntiau, agweddau ac ymddygiad pobl tuag at faterion ym ymwneud â bwyd. Yn ogystal, bydd yn ein galluogi ni weld a yw'r rhain, a sut maent, yn newid dros amser.

Beth mae'r arolwg yn ymwneud ag ef?

Mae'r arolwg yn ymdrin ag ystod o faterion sy'n gysylltiedig ag arferion bwyta a diogelwch bwyd. Mae gennym ddiddordeb yn eich barn am faterion bwyd a'r hyn yr ydych chi'n ei wneud mewn perthynas â bwyd.

Pwy sy'n cynnal yr astudiaeth?

Cynhelir yr arolwg gan TNS BMRB, sef cwmni ymchwil annibynnol. Maent yn cynnal amryfal arolygon ar gyfer ystod o sefydliadau, gan gynnwys adrannau o'r llywodraeth ac awdurdodau lleol. Bydd swyddog o Kantar Operations yn cynnal y cyfweiliadau ar ran TNS BMRB.

Pam bod fy nghyfeiriad i wedi ei ddewis?

Dewiswyd eich cyfeiriad ar hap o restr y Post Brenhinol o'r holl gyfeiriadau preswyl sydd ar gael i'r cyhoedd yn y DU. Mae'n bwysig cael dewis ar hap er mwyn i ganlyniadau'r arolwg adlewyrchu profiadau a safbwyntiau'r boblogaeth i gyd.

Pwy fydd yn cael ei gyfweld?

Hoffem gyfweld ag un aelod o'ch cartref (16 oed neu'n hŷn). Os oes mwy nag un person yn byw yn eich cartref, bydd y sawl sy'n cyfweld yn dewis un person ar hap.

Beth fydd yn digwydd i'r atebion y byddaf yn eu rhoi?

Byddant yn cael eu defnyddio, ar ffurf ffigurau ac adroddiadau, gan y rheiny sydd â diddordeb mewn bwyd a diogelwch bwyd. Bydd copi anhysbys o ganlyniadau'r arolwg ar gael yn Archif Data'r DU. Pan gaiff canlyniadau'r arolwg eu cyhoeddi, gwneir hynny yn gwbl anhysbys ac ni fydd modd priodoli uynrhyw wybodaeth at unrhyw unigolyn.

A fydd fy enw yn cael ei drosglwyddo i unrhyw un arall?

Bydd eich enw a'ch cyfeiriad yn cael eu storio'n ddiogel gan TNS BMRB. Ni fyddant yn trosglwyddo'ch manylion i unrhyw un heb eich caniatâd. Byddant yn dileu eich manylion cyswllt ar ddiwedd yr astudiaeth, oni bai eich bod yn cytuno'n benodol i'r gwrthwyneb.

Beth os fydd gen i unrhyw gwestiynau eraill?

Gobeithio bod yr atebion hyn yn rhoi'r holl wybodaeth sydd ei hangen arnoch, ac yn pwysleisio pa mor bwysig yw'r arolwg hwn. Os oes gennych chi unrhyw gwestiynau eraill am yr arolwg, mae croeso i chi gysylltu â TNS BMRB ar 0800 015 1882. Fel arall,

anfonwch e-bost at yr Asiantaeth Safonau Bwyd drwy:
foodandyou@foodstandards.gsi.gov.uk

6.6 Advance letter – Northern Ireland

THE 2012 FOOD AND YOU SURVEY

Dear Sir/Madam,

I am writing to ask for your help with the **2012 Food and You Survey**. This is a major national study designed to explore how people buy, prepare and store food, and attitudes to eating in and out of the home.

The Food Standards Agency (FSA), which funds this survey, is responsible for ensuring that food is safe to eat. The survey will play a vital role in helping the FSA provide **safer food for the nation**, for example, to help consider what could be done to reduce the number of food poisoning cases each year.

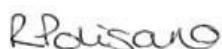
As a thank you for completing the interview we will give those who participate a £10 High Street shopping voucher.

TNS BMRB, an independent research company, has been commissioned to conduct the survey. An interviewer will visit your address in the next few weeks. The interviewer will carry an identification card, which includes their photograph and interviewer identification number.

To ensure that the survey represents all parts of the population it is important to us that your household takes part in the survey. We are only approaching 25 households in your local area and rely on people's voluntary co-operation. Everything you tell the interviewer will be treated in the **strictest confidence**.

For further information, or to arrange an interview, you can ring TNS BMRB on 0800 015 1882 (between 9.30 am and 5pm Monday to Friday). In addition we have also provided answers to some common questions overleaf.

I hope you are willing to take part. Thank you in advance for your help.



Robyn Poliso
Principal Research Officer
Food Standards Agency

FREQUENTLY ASKED QUESTIONS

Why is this survey being carried out?

The Food and You survey explores people's views, attitudes and behaviour towards food issues, including eating habits and food safety. Over 3,000 people across England, Wales, Scotland and Northern Ireland will be interviewed for the survey.

The Food Standards Agency (FSA) provides advice and information to the public and Government on food safety from farm to fork. It also protects consumers through effective food enforcement and monitoring. The FSA bases its decisions and advice on the best evidence available and this survey will be a key source of high quality information on people's views, attitudes and behaviours towards food issues. It will also allow us to see if, and how, these change over time.

What is the survey about?

The survey covers a range of issues on eating habits and food safety. We're interested in your views on food issues and what you do in relation to food.

Who is carrying out the survey?

The survey is being carried out by TNS BMRB, an independent research company. They carry out many surveys for a range of organisations including government departments and local authorities. Interviewers from Millward Brown Ulster will carry out the interviews on behalf of TNS BMRB.

Why has my address been chosen?

Your address has been randomly selected from the Royal Mail's publically available list of residential addresses in the UK. It is important to have a random selection so that the results of the survey reflect the experiences and views of the whole population.

Who will be interviewed?

We would like to interview one member of your household (aged 16 or over). If more than one person lives in your household, the interviewer will select one person at random.

What will happen to the answers I give?

They will be used, in the form of figures and reports, by those interested in food and food safety. An anonymised copy of the results from the survey will be available on the UK Data Archive. When the results of the study are published it will not be possible to tell which person gave which answer.

Will my name be passed on to anyone else?

Your name and address details will be stored securely by TNS BMRB. They will not pass on your details to anybody without your permission and will delete your contact details upon completion of the study unless you specifically agree otherwise.

If I have any other questions?

We hope this answers any questions you may have and emphasises the importance of the survey. If you have any other questions about the survey, please do not hesitate to contact TNS BMRB on 0800 015 1882. Alternatively you can email the FSA at foodandyou@foodstandards.gsi.gov.uk.

6.7 Code frames

Q1_5 Please look at the screen and tell me which best describes your/<name's> main current activity?

Pre codes:

- Self employed full time (30+ hours per week)
- Self employed part-time (less than 30 hours per week)
- In paid full-time employment (30+ hours per week)
- In paid part-time employment (less than 30 hours per week)
- Unemployed
- Retired from paid work altogether
- On maternity leave
- Looking after family or home
- Full-time student/ at school
- Long term sick or disabled
- Unable to work because of short-term illness or injury
- On a government training scheme
- Doing something else
- Refused

Q7_1 Which, if any, of the following applies to you? Please state all that apply.

Pre codes:

- Completely vegetarian
- Partly vegetarian
- Vegan
- Allergic to certain food
- On a diet trying to lose weight
- Avoid certain food for religious or cultural reasons
- Avoid certain food for medical reasons
- Trying to eat healthily/have healthy lifestyle
- Avoid foods that make me feel ill/don't like
- Avoid/don't eat red meat
- Other
- None

Q2_8a / Q2_8c / Q2_8c Thinking about all the times you were eating your breakfast/lunch/your main evening meal in the last 7 days AT HOME, did you mainly eat alone or with other people?

Pre codes:

- Ate alone
- Partner
- Child(ren)
- Parent(s)/guardian(s)
- Brother(s)/sister(s)
- Other family members
- Friends
- Someone else
- Don't know

Q2_35 Thinking about this definition of eating out, generally, when you're deciding where to eat out, which of the following are important to you?

Pre codes:

- I never eat out at all
- Price
- Recommendations or invitation from someone you know/good reviews
- Nutritional information of the food is provided
- Healthy foods/choices
- Cleanliness and hygiene
- Good service
- A good hygiene rating/score
- Food for restricted diets such as Vegetarian, Halal, Kosher etc
- None of these
- Something else

New codes raised:

- Suitable for children
- Good/ quality food (include homemade)
- Choice/menu
- Location/convenience

Q2_38 How do you know about the hygiene standards of the places you eat out at or buy food from?

Pre codes:

- Word of mouth
- Reputation
- Appearance of staff
- General appearance of premises
- Hygiene sticker
- Hygiene certificate
- Websites
- Other
- Don't know

New codes raised:

- Looking at the cleanliness of the washrooms/ toilets
- Kitchen/Prep areas clean
- Personal knowledge

Q12_2 Where have you seen this image? (FHRS / FHIS / SOTD)

Pre codes:

- Food establishment window or door (e.g. restaurant/cafe)
- Website
- Internet (no specific detail)
- Newspaper/magazine
- Other
- Don't know

New codes raised:

- TV
- Place of work/school

Q12_4 Where did you check the rating?

Pre codes:

- Food establishment window or door (e.g. restaurant/cafe)
- On the Internet
- Somewhere else
- Don't know

Q4_1b Which of the following methods do you use to defrost frozen meat or fish?

Pre codes:

- Placing the meat or fish in water
- Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)
- Leaving the meat or fish in the fridge
- Defrosting the meat or fish in the microwave
- Do not defrost meat or fish
- Don't know
- Other

Q4_3 After using a chopping board to prepare raw meat, poultry or fish people might wash the board before using it again for other foods or use a clean board. Why do you think they do this?

Pre codes:

- To stop remains of it getting onto the next food
- It can be dangerous if you don't
- To stop the flavour/ taste transferring to other foods
- To get rid of the mess
- As it looks dirty
- To wash away germs/bacteria
- To prevent food poisoning
- It's a habit
- It's just what people do / are told to do
- Don't know why
- Other

New codes raised:

- Not applicable
- To stop/prevent contamination/cross contamination

Q4_11 Still thinking about fridge temperatures, can you tell me how you normally check the temperature?

Pre codes:

- Check the setting / gauge of fridge
- Check the temperature display/ thermometer built into the fridge
- Put a thermometer in the fridge and check
- Look inside/check for ice/condensation
- Feel food inside to see if it is cold
- Don't know
- Other

New codes raised:

Family/friend checks it for me
I do not check it

Q4_12 What do you think the temperature inside your fridge should be?

Pre codes:

Less than 0 degrees C (less than 32 degrees F)
Between 0 and 5 degrees C (32 to 41 degrees F)
More than 5 but less than 8 degrees C (41 to 46 degrees F)
8 to 10 degrees C (46 to 50 degrees F)
More than 10 degrees C (over 50 degrees F)
Other
Don't know

New codes raised:

Go by setting on the fridge (any mention)
Between 0 and 10 degrees (any other mention)

Q4_13a Why do you always keep certain types of food in certain parts of the fridge?

Pre codes:

Lack of space
Convenience
Force of habit
Food safety / to stop cross contamination / hygiene
Makes food easier to find
Other
Don't know

New codes raised:

Different temperature zones
Design of fridge/ compartments made for different foods

Q4_14 Where in the fridge do you store raw meat and poultry?

Pre codes:

- Anywhere
- On the bottom shelf of the fridge
- At the top of the fridge
- Away from cooked foods
- In a separate compartment e.g a meat drawer or salad tray
- In the middle of the fridge
- Wherever there is space
- Other
- Don't store raw meat/poultry in the fridge
- Don't buy or store meat or poultry at all
- Don't know

New codes raised:

- Kept in the freezer
- Kept separate from other foods (any mentions)
- Kept in separate/another fridge
- Put in a container in the fridge

Q4_15 How do you store raw meat and poultry in the fridge?

Pre codes:

- Away from cooked foods
- Covered with film \ foil
- In a covered container
- In its packaging
- On a plate
- Other
- Don't know

New codes raised:

- In plastic bags
- In the drawer/special compartment/allocated shelf of fridge
- On a covered plate/bowl/dish
- Keep in the freezer

Q4_18 For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?

Pre codes:

- How it looks (e.g. mould)
- The colour of it
- How it smells
- How it tastes
- What it feels like / the texture
- Whether it has been stored correctly
- If it doesn't float in water (used for Eggs only)
- Best before date
- Use by date
- Sell by or display until date
- Date unspecified
- Other
- Not applicable

New codes raised:

- Use on the day it's bought/buy fresh
- Expanding packaging/damaged packaging
- Crack them (used for Eggs only)
- Don't eat/buy
- Don't know

Q4_26 And how do you usually tell that food has been re-heated properly?

Pre codes:

- Steam coming from it
- Taste it
- Stir it
- Check the middle is hot
- Check it's an even temperature throughout
- Put hand over it/touch it
- Use a thermometer/probe
- Use a timer to ensure it has been cooked for a certain amount of time
- It looks hot
- I don't check
- Other
- Don't know

New codes raised:

- Test with a knife/fork/spoon
- When it's bubbling
- When it is piping hot
- Experience/you just know

The smell of it
Check texture

Q4_28b In response to when you had food poisoning have you done any of the following?

Pre codes:

Tried to get more information about the issue
Read food labels more carefully
Changed the way you cook food
Changed the way you prepare food
Stopped eating certain foods
Stopped eating at certain food establishments (e.g. restaurants/cafes)
Other
Took no action

Q11_8b Looking at this screen, do you get information about how to prepare and cook food safely at home from any of these sources?

Pre codes:

Family and friends
School / college / a course
Work
Retailers (e.g. supermarkets)
Newspapers
News websites
Food TV shows / cooking programmes
Food magazines
Food websites
TV / radio campaigns
Books
Internet search engine
Product packaging
Doctor / GP
Other
I don't look for information on food safety

New codes raised:

Common sense/personal experience

Q11_8c In the future if you decided to look for more information about how to prepare and cook food safely at home, where would you look for this information?

Pre codes:

- Family and friends
- School / college / a course
- Work
- Retailers (e.g. supermarkets)
- Newspapers
- News websites
- Food TV shows / cooking programmes
- Food magazines
- Food websites
- TV / radio campaigns
- Books
- Internet search engine
- Product packaging
- Doctor / GP
- Other
- Don't know

New codes raised:

- Library
- None/wouldn't

Q11_4 You have indicated that you are concerned about issue. In response, have you done any of the following over the past year?

Pre codes:

- Tried to get more information about the issue
- Read about the issue when you saw it but did not seek out information
- Read food labels more carefully
- Changed the way you cook food
- Changed the way you prepare food
- Stopped eating certain foods
- Asked friends / family for recommendation
- Paid more attention to the cleanliness of food establishments
- Checked the hygiene ratings of food establishments more
- Stopped eating at certain places / food establishments
- Asked for food to be cooked in a different way (e.g. less rare)
- Other
- Took no action

New codes raised:

- Buy organic
- Clean kitchen/surfaces/areas in a different way/more
- Never/rarely eat out
- Stopped buying that product/shop more carefully
- Grow my own vegetables/fruit

Q7_22 Starting from the top of the card, please look down the list of qualifications and tell me the number of the first one you come to that you have passed.

Pre codes:

- 1 Higher degree or postgraduate qualifications
- 2 Degree (undergraduate) (including B. Ed.), Postgraduate diplomas or Certificates (inc. PGCE), Professional qualifications at degree level (e.g. chartered accountant / surveyor), NVQ / SVQ Level 4 or 5
- 3 Diplomas in higher education or other HE qualifications, HNC / HND / BTEC Higher, Teaching qualifications for schools or further education (below degree level), Nursing or other medical qualifications (below degree level), RSA Higher Diploma
- 4 A/AS levels / SCE Higher / Scottish Certificate 6th Year Studies, NVQ / SVQ / GSVQ level 3 / GNVQ Advanced, ONC / OND / BTEC National, City and Guilds Advanced Craft / Final level / Part III / RSA, Advanced Diploma
- 5 Trade apprenticeships
- 6 O level / GCSE grades A-C / SCE Standard / Ordinary grades 1-3, CSE grade 1, NVQ / SVQ / GSVQ level 2 / GNVQ intermediate, BTEC / SCOTVEC first / General diploma, City and Guilds Craft / Ordinary level / Part II / RSA Diploma
- 7 O level / GCSE grades D-G / SCE Standard / Ordinary below grade 3, CSE grades 2-5, NVQ / SVQ / GSVQ level 1 / GNVQ foundation, BTEC / SCOTVEC first / General Certificate, City and Guilds part 1 / RSA Stage I-III, SCOTVEC modules / Junior certificate
- 8 Other qualifications (including overseas)
- 9 None of these
- Refused

Q7_23Eng What is your ethnic group? (Question asked to respondents in England)

Pre codes:

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background
- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed / Multiple ethnic background
- Indian
- Pakistani

Bangladeshi
Chinese
Any other Asian background
African
Caribbean
Any other Black / African / Caribbean background
Arab
Any other ethnic group
Refused

Q7_23Wal What is your ethnic group? (Question asked to respondents in Wales)

Pre codes:

Welsh / English / Scottish / Northern Irish / British
Irish
Gypsy or Irish Traveller
Any other White background
White and Black Caribbean
White and Black African
White and Asian
Any other Mixed / Multiple ethnic background
Indian
Pakistani
Bangladeshi
Chinese
Any other Asian background
African
Caribbean
Any other Black / African / Caribbean background
Arab
Any other ethnic group
Refused

Q7_23Nlr What is your ethnic group? (Question asked to respondents in Northern Ireland)

Pre codes:

White
Irish Traveller
White and Black Caribbean
White and Black African
White and Asian
Any other Mixed / Multiple ethnic background
Indian
Pakistani
Bangladeshi
Chinese
Any other Asian background

African
Caribbean
Any other Black / African / Caribbean background
Arab
Any other ethnic group
Refused

Q7_23 Scot What is your ethnic group? (Question asked to respondents in Scotland)

Pre codes:

Scottish
Other British
Irish
Gypsy/Traveller
Polish
Any other White ethnic group
Any Mixed or Multiple ethnic groups
Pakistani, Pakistani Scottish or Pakistani British
Indian, Indian Scottish or Indian British
Bangladeshi, Bangladeshi Scottish or Bangladeshi British
Chinese, Chinese Scottish or Chinese British
Any other Asian
African, African Scottish or African British
Any other African, please describe
Caribbean, Caribbean Scottish or Caribbean British
Black, Black Scottish or Black British
Any other Caribbean or Black
Arab, Arab Scottish or Arab British
Any other ethnic group
Refused

Q7_24 What is your Religion, even if you are not currently practising?

Pre codes:

No religion
Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
Buddhist
Hindu
Jewish
Muslim
Sikh
Any other religion, please describe
Would rather not say

New codes raised:

H2_21 Why have you made this/these change(s) to the food you eat in the last 6 months?

Pre codes:

To lose weight / maintain / stop gaining weight
To be more healthy / have a healthier lifestyle
For health reasons
Improve diet/start eating healthily
Keep fit/exercise
Reduce salt intake
Reduce cholesterol
Due to age/getting older
Publicity / awareness (from experts / media)
Other
Don't know

New codes raised:

High blood pressure/maintain blood pressure
Been ill/in hospital/had an operation
To prevent illness (include family history)
Loss of appetite/eating less
To feel better/less lethargic/tired
Word of mouth (e.g. family/friends)
Eat smaller portions/cut down on food intake
I like/eat fruit/vegetables
I am/ was pregnant

H2_22 Some people may find it difficult to eat more healthily. Can you tell me please, what do you think would be the difficulties, if any, for you in trying to eat more healthily?

Pre codes:

No difficulties / already eat healthily
Money / cost of healthy food
Time constraints
Time to prepare / cook food
Healthy foods are too expensive
Work commitments / hours
Already eat healthily
Giving up/cutting out sugar
Don't like healthy food
Giving up/cutting out chocolate
Other
Don't know

New codes raised:

- Laziness
- Convenience
- Have to cater for/ consider family/partner
- I don't like (some/all) fruit and/or vegetables/salads
- I like/don't want to give up unhealthy food (include chips)
- Giving up/cutting out/eat less cakes/biscuits/I like cakes/biscuits
- Breaking (old) habits/change of habits
- Temptation (at work/home/when you shop)
- Willpower/lack of will power
- (Busy) Lifestyle

H2_29 What effects do you think eating too much saturated fat can have on your health?

Pre codes:

- Makes you unfit
- Shorter life expectancy
- "Clogging" of arteries and veins
- Increases risk of heart disease/attack
- Affects blood pressure
- Increases blood pressure
- Increases risk of a stroke
- Affects cholesterol
- Increases cholesterol
- Stomach cramps
- Reducing/relieving cramps (e.g. leg cramps)
- Prevents dehydration
- Makes you thirsty
- Makes you fat\overweight\obese
- Lose weight
- Bad for hair and/or skin
- Other effect
- None
- Don't know

New codes raised:

- Bad for the liver
- Diabetes (all mentions)
- Fatigue (include tiredness/lethargic)

H2_30 It is recommended that we should eat no more than a certain amount of salt each day. How much salt do you think this is for adults? Please give your answer in grams if possible.

Pre codes:

- Up to 0.5g
- 0.6-1g
- 1g
- 2g
- 3g
- 4g
- 5g
- 6g
- 7g
- 8g
- 9g
- 10g
- 11g-15g
- 16g-20g
- More than 20g
- Something else
- Don't know

H2_31 How much salt do you think this is?

Pre codes:

- 1 teaspoon
- 2 teaspoons
- 1 tablespoon
- Other
- Don't know

H2_32 What effects do you think eating too much salt can have on your health?

Pre codes:

- Makes you unfit
- Shorter life expectancy
- "Clogging" of arteries and veins
- Increases risk of heart disease/attack
- Affects blood pressure
- Increases blood pressure
- Increases risk of a stroke
- Affects cholesterol
- Increases cholesterol
- Stomach cramps
- Reducing/relieving cramps (e.g. leg cramps)
- Prevents dehydration
- Makes you thirsty or dehydrated
- Makes you fat\overweight\obese

Lose weight
Bad for hair and/or skin
Other effect
None
Don't know

New codes raised:

It affects the kidneys
Diabetes
Fluid retention